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CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, OCTOBER 6th, 1916 No. 40

Retail Merchants Handling

ROBIN HOOD Products

Find Business BETTER Than Usual

Our New Window Trim is Just Ready. Be Among the First to Get One. Write

ROBIN HOOD MILLS, LIMITED

MONTREAL MOOSE JAW CALGARY

This Electric Sign Will Draw Business to Your Store

Here is the most attractive sign possible. Inside the frosted globe is a revolving fan which gives constantly changing colors and will remind every one to step in and order their

O-Cedar Polish

(MADE IN CANADA)

Put one in your window and watch your sales increase.

THEY ARE GIVEN FREE

with either of the two following assortments:

Display Deal 63—contains—

3½ doz.	4 oz. O-Cedar Polish, retailing at	$10.50
7 "	12 oz. " " " "	42.00
½ "	quart " " " "	7.50
1 only Spiralite—Free.		

Display Deal 64—contains—

10¾ doz.	4 oz. O-Cedar Polish, retailing at	$32.25
4 "	12 oz. " " " "	24.00
¼ "	quart " " " "	3.75
1 only Spiralite—Free.		

ORDER FROM YOUR JOBBER

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use--stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY--BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

Suggest

Bordens

When taking orders

Leaders of Quality

Made in Canada

Remember—Borden quality will please the most discriminating and will turn casual customers into steady patrons of your store. That is the big driving power behind Borden success—incomparable quality.

Don't think that your benefits from the sale of BORDEN MILK PRODUCTS stops with the extra profit you make—No— your benefit is only starting.

Mrs. Jones is persuaded by you and the attractiveness of your window trim to use Borden's Eagle Brand Milk or one of the many other lines; she is pleased with the quality and its great convenience, and tells her friends so.

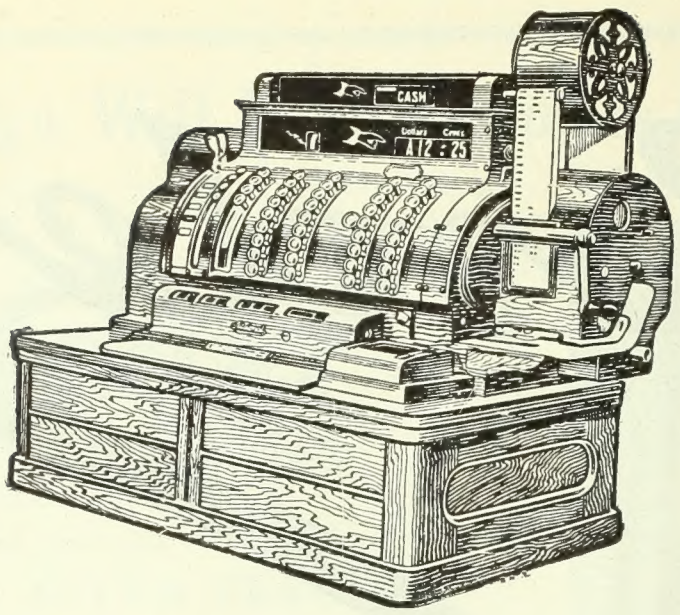
They in turn buy Borden's from you and incidentally make other purchases — the result of your efforts then begins to show in increased business for your store, for other departments.

A trial supply will convince you that this is not an exaggeration of fact. Why not put Borden's to the test.

Your wholesaler will send you a supply.

Borden Milk Co., Limited
MONTREAL

Branch Office: No. 2 Arcade Building, VANCOUVER, B.C.



The Secret of Success is Service Rendered

Progressive merchants are constantly seeking new ways to improve their service to customers.

Service to customers is the watchword that guides the merchant in selecting employes. Service to customers is back of every labor-saving device he installs.

Merchants who equip their stores with the up-to-date National Cash Register invest in the greatest service-rendering device ever perfected.

Our complete new model protects the customer.
It protects the clerk. It protects the proprietor.

It records correctly all transactions between clerks and customers.

It furnishes every customer with a receipt or sales slip, with a duplicate for the merchant.

It prints on this the amount paid or charged.

It helps the merchant towards a reputation for good service and square dealing.

It prints a visible list of 14 or 42 of the latest sales, telling the proprietor what has happened during his absence from the store.

It prevents disputes with customers over money and accounts.

It enables the merchant to tell what each clerk is worth to him and how much business each department is doing.

It protects the clerk against errors and the proprietor against loss.

It saves time and worry, attracts trade and increases profits.

The National Cash Register helps to give service that pleases the customer while in the store. It builds confidence in the establishment that brings customers back.

Sold on small monthly payments or liberal discount for cash.

The National Cash Register Company of Canada, Limited

Toronto, Ont.

SIGN AND SEND THIS COUPON NOW.

To The National Cash Register Company of Canada, Limited, Toronto, Ont.

Without obligating me in any way to buy, I would like to know more about your complete new Model Receipt-Giving Cash Register and "N C R Service." We have ..... salesmen in our store. We have a register ..... years old. Principal lines of merchandise are:

.....

Firm name.....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Bread Profits

Many Grocers are saying: "There is no profit in Bread." It is quite time that the percentage of profit is lower—but the fact remains that to the Grocer doing a *cash* trade—Bread is still a valuable part of his daily business.

Take to-day's quotations—14c wholesale—selling price 16c or 14½% on cost price—DAILY.

Please keep that one point clearly before you in considering this matter—"DAILY"—Bread is one of the very few lines that the people buy EVERY DAY—If I try to influence the public to ask for BODLEY'S Bread at your store—you then have the opportunity to sell them other goods. Grocers should get cash for bread, otherwise a higher price should be charged to cover the cost of credit.

A TABLE ON PROFITS

On	Monday	buy	20	loaves	for	$2.80	and sell	for	$3.20
"	Tuesday	"	23	"	"	3.20	" "	"	3.68
"	Wednesday	"	26	"	"	3.68	" "	"	4.16
"	Thursday	"	29	"	"	4.16	" "	"	4.64
"	Friday	"	33	"	"	4.64	" "	"	5.28
"	Saturday	"	37	"	"	5.28	" "	"	5.92

Your purchase of 20 loaves on Monday—compounded daily by your increasing sales—yields over 100%—increase.

If, however, your sales are stationary and you buy 20 loaves daily, your profit on the purchasing price is 14½% DAILY, or on the week's turnover—computed daily is 87%. Deduct your cost of doing business and surely you have a fair profit.

Personally, I would like to see Bread selling for a lower price—but the flour situation makes that impossible.

I am trying to build up a Bread trade with the Grocer and my salesmen are not canvassing all the houses around your doors.

I want *YOUR* trade.

YOU can supply the people.

Is not that plan in your interests?

BODLEY'S HOME-MADE BREAD

Get Service to-day **Phone Main 1809**

5 Auto Deliveries **Gerrard 3160**

C. J. BODLEY, - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

When Your Customers Entertain

The Checkerboard box enables you to get good shelf effects: and as it is well known to your customers "its place in the sun" is assured.

Cox's Gelatine is an honest British Product.

MANY an attractive and delectable confection can be made with a good gelatine; and your customers will be exceedingly grateful to you if you will bring to their notice

Cox's Instant Powdered Gelatine

(Sheet of recipes in every package)

Cox's Gelatine dissolves instantly, and being pure and flavorless is wholesome, and lends itself to many treatments and flavorings.

For Summer, Autumn, or Winter, this fine gelatine has its uses.

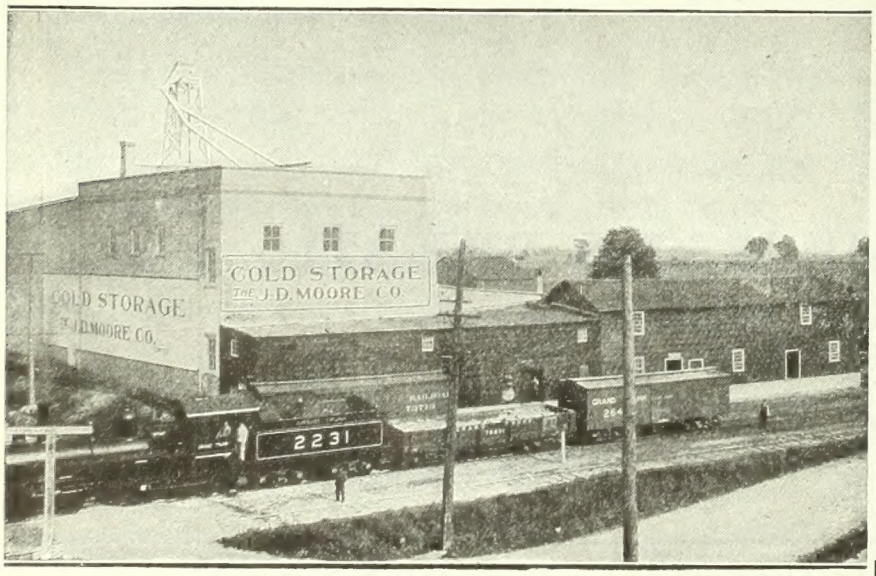
How is Your Stock?

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.



When contemplating buying or selling produce of any kind in quantities get in touch with us.

We have a strictly up-to-date Cold Storage plant which enables us to give local and export trade an unexcelled service. We supply only best quality eggs and butter in car lots or less.

Save money on our public Cold Storage system. Charges moderate. Full particulars on application.

Canada's old reliable produce house

The J. D. Moore Co., Limited

ST. MARY'S, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Beans for Profits

A few selling points you should know.

Tell your Customer —that Simcoe Beans are Canada's Best, selected and finest flavored beans.

They are prepared in clean factories and by tasty process.

Simcoe Beans are economical, costing much less than the raw white when you consider the trouble saved.

Simcoe Beans are prepared with Tomato or Chili Sauce, Plain or with Pork —and, Mr. Grocer, you make more than by selling raw white Beans.

Plain, or with Tomato Sauce, Pork or Chilli Sauce.

DOMINION CANNERS LIMITED

HAMILTON :: :: CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Tighten your grip on Jam and Bottled Goods Sales

Ensure yourself bigger, better Jam sales by insisting on ANCHOR CAPS on every brand in your store.
The manufacturer, proud of his product, protects its flavor, its goodness, its purity against all contamination with the positive security of ANCHOR CAPS.

To fail to give you this dependable Seal is to withhold from you your most convincing sales inducement. People know that ANCHOR CAPS stand for better flavor, absolute freshness, original purity.

Why let goods of doubtful security hamper your sales or turn trade elsewhere? Get a positive grip on better jam sales by seeing to it that every brand in your store is sealed with ANCHOR CAPS.

Anchor Cap & Closure Corporation *of Canada*, Limited

50 Dovercuourt Road, Toronto, Canada

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than* $50,000 to produce, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN Clark's BRITISH

CLARK'S
PORK and BEANS

are now as always the leaders in

QUALITY

This is War Time

When you can get the QUALITY at home, spend your money to your own and your country's advantage. Keep it circulating in Canadian and British channels.

W. CLARK, LTD. Clark's MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

As a substitute for expensive potatoes why not suggest

RICE

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO'Y, Agents

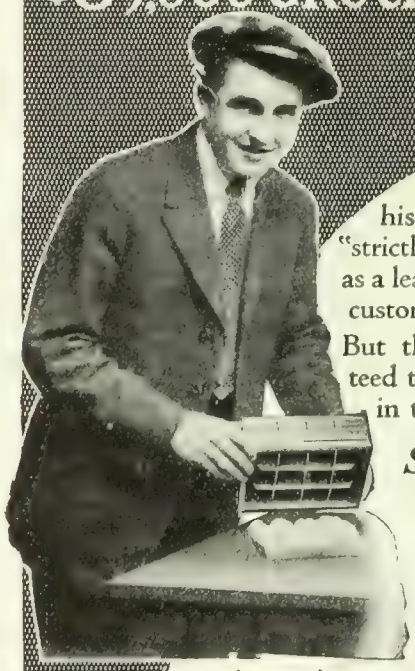
Montreal

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making a hit.

Harris Built Up An $85,000 GROCERY BUSINESS On Eggs-



How? Simple enough. He established a reputation in his town for handling nothing but "strictly fresh" graded eggs, used them as a leader and drew hundreds of new customers into his store.

But that wasn't all. He guaranteed the safe arrival of all egg orders in the home by delivering them in

Star Egg Carriers and Trays

We could tell you of hundreds of similar instances — better still, we can show you how you yourself can accomplish a proportionate increase in your own business.

Write us to-day for copy of our booklet No. 210. It will give you some pointers on egg handling which you, no doubt, have never even thought of.

STAR EGG CARRIER & TRAY MFG. CO.
1620 *Jay Street* *ROCHESTER, N. Y.*

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

Tell your

customers about this excellent Stove Polish and you will find it is easy to sell

GIPSY
Stove Gloss

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents. For Manitoba, O. F. Lightcap, Winnipeg.
For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

A Reminder from the Old Country

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients; the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

FEATURE FOR THE TRENCHES

G. Washington's Refined Coffee

Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

IF you want a thoroughly experienced, reliable man to represent you in the Toronto market for your carload fruit or produce of any kind, communicate with me, results assured.
Apples, Onions, Potatoes, Beans, Honey, Poultry, Butter, Eggs, Cheese.

FRED J. WHITE
27-29 Wellington St. East
TORONTO ONTARIO

WESTERN PROVINCES

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co., Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

MARITIME PROVINCES.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East, Winnipeg

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

CHAS. H. McDONALD & CO.
Manufacturers' Agents
Post Office Box 727, St. John, N.B.
We have splendid storage facilities and a first class connection with both wholesale and retail trade. Get in touch with us in regard to handling your line.

The Anglo - Portuguese Sardine Packing Co., Limited
SETUBAL, - - PORTUGAL
Most up-to-date Packeries in Portugal. French methods of Packing. Selected fish and Pure Oil only. If you want RELIABLE packers, communicate with us.

Important Notice

Have you observed the extra fine quality of late of

St. Lawrence DIAMOND Golden Yellows

They are perfection in colour and grain.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

To-The-Trade:

Buyers and sellers of

Hay and Potatoes

Denault Grain and Provision Co., Limited

SHERBROOKE, P.Q.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S - NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents.

CALGARY ALBERTA

We solicit agencies for staple lines.

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from

Shippers and Packers of Pork, Frozen and other Meats, Dairy Produce, Canned Goods, etc.

CIF, FOB, and landed terms. Advances against consignments. References exchanged.

WM. THOMAS & CO.

General Provision Commission Merchants and Brokers

London Bridge House, London, S.E.

Telegraphic and Cable Address:—Prodairos. Tooley London, A.B.C. Code, 5th Edition.

If any advertisement interests you, tear it out now and place with letters to be answered.

To the Trade

WE regret that inconvenience has been caused to our customers owing to delay in shipments, but on account of the extraordinary labour conditions it is impossible for us to avoid it, and we must therefore ask your forbearance.

THE CANADIAN SALT COMPANY, LIMITED
WINDSOR ONTARIO

Sells for 5c —worth 10c

PUT your customers in touch with Babbitt's Cleanser —the biggest value on the market retailing at 5c, but worth double.

You will easily get the housewife interested. Show her the big sized can, the full weight, and tell her about the premiums we give in exchange for the trade-marks.

There is a good profit to be made by pushing the sales of Babbitt's Cleanser. And it's a repeater.

Agents:

WM. H. DUNN Limited
Montreal

DUNN-HORTOP, Limited
Toronto

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED
HAMILTON, - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

the best

Hello!

The Jolly Mincemeat and Plum Pudding Season is here again

Wagstaffes'

Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your Mincemeat and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED

HAMILTON, CANADA

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Why is every Tartan Brand dealer satisfied?

Because they find that Tartan Brand Lines not only sell quickly, but their quality is such as assures a steady come-back business.

When we say we "want none but satisfied customers" we mean it, and the fact that our customers **are** satisfied is the best testimony to the real quality of Tartan Brand goods.

We want you too to put our claims to the test. We can supply your needs in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, and Jelly Powders—they are all Tartan Brand.

Do you want fancy groceries, foreign or domestic? Write us. Mail orders promptly attended to.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Nothing that would in the slightest degree tend to lower the high standard of Furnivall quality is allowed to enter into their manufacture. Pure, fresh, sun-ripened fruits preserved under the most ideal conditions in a factory equipped with the most modern apparatus—that is the secret of Furnivall quality.

Stock up to-day and note results.

Furnivall-New, Limited

HAMILTON, CANADA

Furnivall's FINE FRUIT PURE JAM

AGENTS:

Ontario—MacLaen Imprnrial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon** Mowat & McGeachy.

Ask Your Wholesaler for

PURITY OATS

Made in Canada

SPECIAL OFFER

Special discounts on 5, 15 and 25 case lots, net freight prepaid. This applies to both Regular and Family sizes.

Your customers are just as anxious to purchase the really best oats as you are to sell them.

The profit-sharing coupon in every large size package means that customers will give Purity Oats a trial.

The big, full, even, white flakes make such delicious porridge as only the highest grade of Western Canada oats can make. That means growth of sales worth while.

Write for attractive Purity Oats window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid

"You reap what you sow," says an old proverb.

For twenty-two years we have been sowing the kind of seed shown in the illustration—and for twenty-two years the sales of Red Rose Tea have continued to grow.

To-day there is scarcely a hamlet in the whole wide Dominion in which you cannot procure a package of Red Rose Tea. City people and country folks by the hundred thousands have become regular users. Grocers by the thousands have found it to be a trade-builder of the first rank.

Red Rose Tea

"is good tea"

A Letter to the Groceryman:

Everybody being out, and Bobbie and Dorothy having taken possession of their father's office, Bobbie proceeds to do business.

"You're my st'nogofer," he says to Dorothy. "Take this dictation." And Dorothy, at the typewriter, takes this letter:

"Mr. Groceryman: Send me and Dor two packages of Strawberry

JELL-O

and two packages of Orange Jell-O and two packages of Raspberry Jell-O, and send real Jell-O and not that other kind."

That is a businesslike letter and it shows, for one thing, that Bobbie knows what he wants—"real Jell-O"—and doesn't want to take chances with anything else instead, as some older people do.

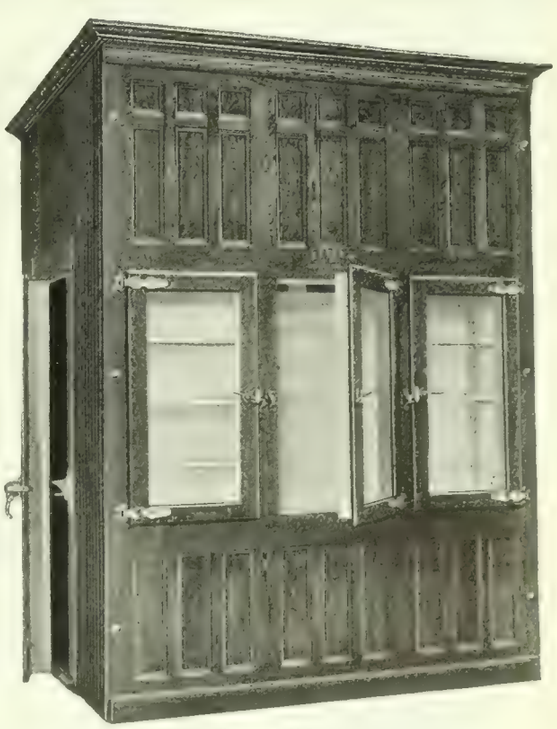
Jell-O is always put up in packages bearing the word JELL-O in big red letters on the front.

The grocer who sells Jell-O certainly has a chance to turn his Jell-O customers into very profitable customers, if the old saying is true that "A pleased customer is a good customer."

THE GENESEE PURE FOOD COMPANY BRIDGEBURG, ONT.

Positively the only Patented Refrigerator made that canclaim warm air flues acrosscooling room ceiling and connected with warm air flues around walls.

Patented 1886-1900-1910-1914.



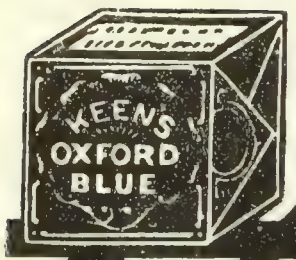
REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc. **Write for the Eureka catalog.**

EUREKA REFRIGERATOR CO., LTD.

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.

TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

—the blue with a reputation

A special display on your counters and shelves will remind your customers that KEEN'S OXFORD BLUE is what they want.

You cannot go wrong when you recommend goods which have such an enviable reputation.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL **30 Church Street, TORONTO**

Malcolm Milk Products are satisfying new customers every day

—satisfying them in a way that is a mighty sure guarantee of a continuance of their patronage not only in this but along other lines as well. Malcolm Milk Products will consolidate old trade and turn first sales into steady repeat orders.

THE Malcolm lines are strictly Canadian-made, a product of Canadian Capital and Canadian Labor. So that in pushing the Malcolm Milk Products you not only add to your own profits and prestige, but you are doing "Your Bit" towards building up Canadian industry.

PROVE the selling qualities of these leaders. Send to-day for a trial supply and note results of a Malcolm window trim.

The Malcolm Condensing Co., Ltd., St. George, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, OCTOBER 6, 1916 No. 40

Bakers' Side of the Bread Question

Why Price of Bread to the Consumer is Higher—Bakers Show Cost of Doing Business to be Greatly Increasd—Some Views as to the Grocer's Attitude—One Man Urges Strictly Cash Handling of Bread as the Solution.

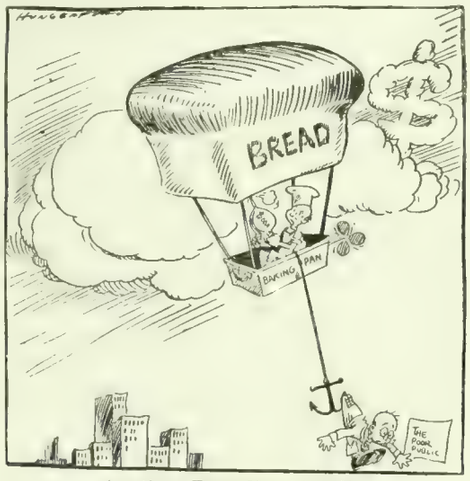
IN last week's CANADIAN GROCER *there was an article reflecting the grocers' side of the bread question. The present one reports the view of the baker. It shows his standpoint with regard to the consumer and also with regard to the grocer.* CANADIAN GROCER *does not necessarily endorse what this article contains. It reports the bakers' side of the bread question, so that the grocer may consider this too.—Editor's Note.*

Toronto, Oct. 4.—A few days ago bakers raised their prices to the public by 2 cents, selling a small loaf, formerly sold at 7 cents for 8, and a large, formerly sold for 14 cents, to 16. The large loaf will be taken as the standard of discussion in this article. This has risen from 10 cents in 1914 to 16 cents to-day; those are consumer prices. CANADIAN GROCER talked to some of the bakers about the matter.

"Here it is in a nutshell," said one. —"The public want to know why we raise the price of bread. The press is at our throats demanding to know why in thunder we dared to advance bread by 2 cents a large loaf. Press and public—at least the unknowing and unreasoning section of it—think we are trying to rob people of their daily bread. We are, of course, doing no such thing. We are not exploiting the public to the tune of a single nickel. We have raised prices because prices to us, of ingredients, of labor, of cost of doing business, have also been raised.

"Take flour alone. In 1914, about the time when the war broke, first patents sold at $5.80. To-day they are $8.80, or a percentage increase of practically 52 per cent. In that time bread to the public has increased from 10 to 16 cents, or an increase of 60 per cent.; virtually the same increase is shown in both flour and bread, figuring only on the higher cost of flour alone, to say nothing of other rising costs."

Another baker adduced a reason equally important from his point of view. "The cost of labor is increasing mightily," he said. "To begin with, hundreds of men have left the bakery trade and gone to fight. Their places have to be taken by 'green' men. The labor situation is so acute that even these are demanding and have to have money which they could not have got two years ago. Labor cost has increased by a very large per cent. Moreover, you can't keep your men when you have got them. Every time we have raised the price of bread to the public, compelled so to do, our men have been under the impression that we are coining money and demanded better wages. They have had to have it; otherwise they would quit, and it's hard enough to lose men for patriotic reasons without losing them when, at some expense, it is true they can be kept."



Another Zeppelin Atrocity.
—Hungerford, in Pittsburgh Sun.

What is happening in the bread market?

Still another reason was also advanced why bread should be raised in price. Cost of doing business in such things as paper and string as well as minor ingredients used in bread making is also considerably higher.

"You know where paper is," said one baker. "'Way out of sight, so far as price goes. People think we do not use much paper. We use a great deal. And we are paying much more for it."

Foreseen Long Ago

"The rise in price of bread was foreseen long ago," said a prominent baker. "We all saw it coming, and had the general public been aware of the signs of the times they must have seen it too. At that, Toronto bakers are the last to put up their prices. Montreal and Winnipeg have been higher than Toronto for years. In Chicago, bread per small loaf is 10 cents, and was raised to that price after the bakers met and tried to offset the necessity for either raising the price or reducing the size. Flour is so much higher that it is impossible to continue selling at the bread price even of a month ago. Flour is jumping something like 30 or 40 cents a week. It is unreasonable to suppose that the baker can stand paying ever more and more for his ingredients and continue to sell at the old price to the public. Bakers cannot make and sell bread at the present prices of material and labor for less than 8 cents for a 24-oz. loaf."

One baker cited his prices for the last two years. They are as follows:—

	For 24-oz loaf.
August, 1914	5c
All 1915	5c
May, 1916	6c
August, 1916	7c
September, 1916	8c

"The only reason why bakers were able to hold their prices of bread during '14 and '15," said one baker, "was the fact that wheat, though it did shoot up meteorically, steadied again, and so did flour. And also bakers bought large stocks of flour to protect themselves. But you may take it from me that flour could be bought by the baker at or around $5 two years ago. It is around $8.50 today." (Bakers' prices paid for flour differ according to grade).

As to the Grocer

CANADIAN GROCER also asked what the bakers thought of the attitude of the trade that bread should either be sold to them less than it is, or else the baker should sell to the public at more than the present price of 16 cents for a large loaf, and allow the grocers to do the same.

"They claim there is no money in handling bread when they buy it at 14 cents and sell it at 16 cents for a large loaf. But there would be," said one baker, "if they would only boost their sales of bread as they boost their sales of other lines, say, canned goods or sugar. The trouble with the grocer is that he considers bread and milk, because they are always in some sort of demand as not worth pushing ahead.

"Now he claims 2 cents on a cost price of 14 cents is not enough. It is 14½ per cent. on cost price, not on selling price. Now, here's the point, that 14½ per cent. is 14½ per cent. a day! Surely that pays the grocer. Supposing the grocer bought 20 loaves of bread on Monday. They would cost him $2.80. He should sell them all. Let us suppose he does. He sells them for $3.20. He takes that $3.20 on Tuesday and buys 23 loaves of bread—not quite 23, to be exact, but put it at that. By a little further boosting he should be able to sell three more loaves on Tuesday than on Monday. He takes in $3.68 that day. On Wednesday he buys 26, on Thursday 29, on Friday 32, on Saturday 36 loaves (he would sell more on Saturday). Each day, supposing he clears his stock out pretty well, he makes a profit of 14½ per cent.; a daily profit.

"Does not that cover cost of handling?"

"But," said your correspondent, "bread would have to be sold strictly for cash to make that percentage a day."

"Why isn't it sold for cash?" was the baker's reply. "The bread wagon sells for cash to the woman at the door. If the grocer took a stand on it, he too could sell for cash. Why does he not? If he doesn't, and he claims that credit helps to swallow his 2c on 14c cost price, the bakers are not to blame. It is the grocer's own business how he sells. If he allows credit on bread—a daily ne-

(Continued on page 23.)

Alternating Fruit and Poultry

The Former is the Summer Specialty—Latter is Featured in Winter—Specializing in One Line as Against Generalizing in All—An Ottawa Grocer's Text and How it Has Worked Out.

SPECIALIZING in two lines—one at each main season of the year, and making general groceries subsidiary to the seasonable leader—is the method of W. T. Acland, of Bank Street, Ottawa.

He has, of course, a general grocery store. He handles everything which might be found in the average grocery, but he specializes along one line in summer, and along another in winter. Canadian Grocer recently took up with Mr. Acland the reasons for thus specializing, and gleaned something as to how the plan worked out.

"I have done it for years now," said Mr. Acland. "It has always paid me. My theory is the theory of the specialist. I believe in specializing. Many grocers work equally hard to build up a general business, or, to put it another way, a business equally good in all lines carried. It seems to me that success along those lines is further delayed than along mine. My theory is that people will come to a specialist when they want that in which he specializes. For example:

"Supposing, now, that I just conducted this store as a grocery store; supposing that I attempted to build up every department to a high point, I could afford to let no department slack in the least. By that I mean not alone that I should have to make each department pay, but that also I should be continually evolving ideas and schemes so that each department would show really big results. Canned goods, for instance, must beat last year's record. Provisions must be continually beating the figures of the month before. A fish department—if I had one—would require a special selling scheme all the time, which would place it in such a position that its progress was assured. Flour and feed is another department. Fruits and vegetables is another. All these would be continually demanding special attention; that is, if one sets out with the idea of making every department pay for itself. You cannot concentrate on so many things at once, and get the best results. You cannot devote to six departments the ideas and the energies you can devote to one.

"I figured, then, that I would have my store known through the length and breadth of the city as a special store. I decided to make good along two lines—one in summer and the other in winter. For the rest, I would carry all lines, but they would be **etceteras**. They would be 'supers.' The two main lines should be the money-bringers, and, therefore, to them would I devote my endeavors.

"I decided to make a great play with fruits in the summer season. I do well over fifty per cent. of my gross summer business in fruits. All other lines together aggregate the remaining percentage. I have made my store known as the fruit store first, and the grocery store second. It has been advertised accordingly. It looks that way, from outside, judging by the windows. And our being established here for so long has gotten the idea over into people's head that this is a fruit store in particular in the summer.

"The same idea of specializing applies in the winter. I think I need not hesitate to say that we have the biggest poultry trade in Ottawa. We specialize in poultry. We do not carry some lines which some grocers do. Poultry has been a success with us. We, therefore, do business in what we have proven, and the results abundantly justify us."

Mr. Acland's store bears out what he says about specializing. The visitor to it knows immediately that it is a fruit store in the summer. A big store in area, there is a counter only down one side. This is for general groceries. All other sides are lined with baskets of fruit and barrels of vegetables. As the store is square, the effect is one of neatness and yet busyness. Mr. Acland says that he sees to it that tidiness is the dominant note. His store reflects this. The windows are large, and with a big floor area. This is covered with such vegetables and fruit as can stand the sun. As these are not many, the windows are never overcrowded, and good bright display is effected.

Mr. Acland, in speaking of this plan of specializing on one seasonable line, pointed out one important consideration. That was the market trend. If there is little variation, he explained, fruits and vegetables were a crackerjack line for a specialty. If prices fluctuated much, however, their vagaries upset his calculations, since he bought in heavy supplies. In the case of a method like his this is an important point.

Doubtless the idea of specializing, as Mr. Acland has worked it out, is not one which could be laid down as an excellent rule under any conditions. It might not, and probably would not, work out so well in a smaller centre where a store which was a universal market was requisite. But for a city of the size of Ottawa Mr. Acland has shown that, in his case at any rate, specializing in a seasonable line is a paying resource, particularly when you alternate it with another to cover the round of the year.

Campaign for Pancakes and Syrups

Dealer Sets Out to Do Big Business All Winter Through — Lines are Seasonable for Months Together—Display Methods That Will Draw — Concerted Endeavors of Staff to Make Success

Sixth of the Masters Series by E. A. Hughes.

JAMES J. Masters walked into the store one morning, apparently in a brown study, for he nodded to the staff somewhat absent-mindedly.

"He's ferretting out some other campaign, I guess," said Cooper, the display man and window trimmer.

"Oh, there's always something seasonable to Masters," agreed another clerk.

They were right. Masters summoned the bunch to a conference early next morning to take up the question of a campaign for pancake flour and syrups.

"We're swinging out of the last tail-end of a summer," said he, when all the boys had come, "and into the early fall. Before we know where we are, we'll be in the dead of winter. Why, good grief, the World's series will be over and gone for another year in a few days from now. I've been thinking of the good work we could do, not so much in a special way and for a special line. this time, boys, all winter through. I refer to the ingredients which go to make up 'Pancakes and Syrup.' This is pre-eminently a dish for cold weather. We've got a few months of cold weather before us, and we'll start in right now to lay our plans for selling a whole heap more pancake flour, maple syrup, corn and cane syrups this year than ever we've done before. You know, people are fond of pancakes and syrup. Ever see the bunch of orders handed in when any restaurant puts them on for a special? Believe me, this is a pancake-eating country. People can't consume many of them in the summer months, but they sure do go to them when they want a nice dish for the winter evenings.

All Staff to Help.

"Now instead of figuring out first what special stunt we can put on to get this thing going, let's first have a look at what we can all do in the general way to make a really handsome turnover in pancakes and so on this winter. Here's a great chance once again for the art of suggestion. Let every one get busy and suggest, suggest, suggest. Don't let a woman come into this store and ask for anything from a wash cloth to baking powder without your selling not only what she wants but some pancake flour and syrup in addition. "Count that customer lost who only buys what she asks for," said some wise man who knew more about the grocery trade than we've forgotten. In this case, the something else should be pancake flour and syrup, right through the winter. This is where this campaign differs a trifle from some of the others we have put on from time to time. Don't weary in well doing. Let every man dig in and boost pancake flour and syrups. We've got to have a really good year in these lines, to make up for the lack of attention formerly.

"Now to start off with, we must have some special stunt which will draw people's attention. Who has any suggestions?"

The bunch were quiet for a little while. Finally Cooper spoke up.

"Well we,'ll have to have something rather special in the window. How about some actual pancakes?"

"Where would you get them?" asked another of the boys.

"Why, they could be made at my home, for the matter of that. Just think, a table in the middle of that window; plates, two or three of them, with pancakes on, and some little jars of various syrups, maple, cane and corn."

"And a tablecloth, too, Mr. Cooper," urged the junior.

"Oh, sure. Must have the thing complete. Then we could line the base of the window with bags of flour, alternating with jars of different syrups. We would have a mighty good display, I think."

"As to interior display," continued Cooper, "we might use the unit table idea again. As we are going to keep up the campaign all winter long, we could not very well have pancakes made fresh every day for all that time. But we might have a good display on a table near the entrance of flour and syrups. This should be indexed by a card, in good, bold writing, telling how this pancake flour should be used. It is, of

(Continued on page 23.)

For Cold Weather Days

WE have swung into the Fall, and before we know it, winter will be on us. with its chilling days. Here is where preparedness comes in. You will need during those cold days coming, food which is warming and healthful as well. Have you forgotten how good pancakes used to taste? The pancake habit is an old one and a good one. Why not warm up with pancakes and delicious syrup, and make the cold weather days this winter welcome for the bracing invigorating feeling they bring, and the luscious food in the shape of this old dish?

Pancakes and Syrup

The phrase brings back old memories to you, doesn't it? Why not re-create them. This dish is easy to make, and appetising and healthy for the youngest and oldest alike.

Pancake flour, all ready to use	**Per bag.....$....**
Maple Syrup, luscious, and of course, pure	**Per gallon.....c.**
Corn Syrup, in sanitary sealed jars.	**Per jar.....c.**
Cane Syrup, appetizing and good for you.	**Per jar.....c.**

COME AND SEE US

We are here to serve you. You know the store

J. J. MASTERS

Tel. 99. **Corner King and Main**

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

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UNITED STATES—
New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. TORONTO, OCTOBER 6, 1916 No. 40

EDITORIALS IN BRIEF

CHRISTMAS begins to loom up in the offing.

* * *

THE MARGIN on bread is very small and so the uproar in the press is peculiarly unjust to the baker and grocer.

* * *

YES, BREAD is costing more, but the public should think of the price they are paying in Germany for black bread.

CANNED GOODS WILL BE HIGH.

REPORTS are now coming in from various men in a position authoritatively to state their opinion of the pack of canned vegetables. It now seems quite certain that all corn, peas and tomatoes will be very short. One inspector stated last week that this season's pack of vegetables will not be more than one-third of the average. Exceptionally bad weather, at an unfortunate time earlier in the summer is largely responsible, and in the case of tomatoes, in several districts the plants seemed to have been touched by the frost of a few days ago, very much to their disadvantage.

If the pack of canned vegetables is only to be one-third of the average, and it does not look as if that forecast will be very much bettered, grocers will do well to take advantage of present prices, and buy their supplies now. There is unquestionably an excellent demand for these vegetables for export, since they are popular and necessary lines in the trenches. Also the labor situation in Canada is not at all conducive to reducing cost of production, and altogether the outlook for canned vegetables this fall and winter is extremely firm. Grocers will do well to note this sign and act accordingly.

MONEY IN HONEY

THERE are in Ontario alone about ten thousand people keeping bees. Presumably they are not doing so for the good of their health, and it is reasonable to suppose that they are making money thereby. It is stated more or less authoritatively that many are making an income of $2,500 a year and up from keeping bees. Honey has not yet taken its proper place as a foodstuff. Nutritious and wholesome, far larger quantities of it are consumed than is supposed. Moreover the consumption is growing, as produce men agree. Bee-keeping, and its success, largely depends upon two things; one, whether or no these so engaged know how to handle bees, and, two, favorable weather. As to the latter this summer has been ideal. Warm and especially sunny weather has brought out an extra large number of honey-yielding flowers. Bees have revelled this year. The supply is said to be excellent. With regard to the grocer's view of it, honey is more or less a luxury. There are few articles to which he devotes so little time and energy. There is real money, however, in a wider public for honey. Toothsome as well as health-giving, it could be put into the necessary class—if preserves and jams be such—were grocers to get behind it and push. There is money in honey, alike for the grower and the grocer.

PREPARING FOR FALL

THESE are the days when every grocer should be thinking and planning his fall work, how better and more effectively to go about it. With the fall weather conditions change and the character of people's tables and cellars alters. Experience does much to guide the grocer in his seasonable reorganization, but

careful study and systematic planning do even more. The grocer should figure definitely into what old lines he must put more vigor, and what new ones he may take up with more or less success. The staff must be heartened, and duties must be allotted. The whole store must be made one hundred per cent. efficient. Advertising in the daily newspapers should be mapped out. Window displays and interior arrangement should be arranged, and campaigns seasonable at some special time figured out. Show cards may need renewing, and new ones will be needed. Equipment should be looked to. In short, everything which will help to make the store more efficient for business-getting this fall than ever before should be carefully considered and determined.

In this connection, the Annual Fall Number of CANADIAN GROCER will go to the trade on the 27th of October. It will be better than ever. Full of practical suggestions and plans which dealers themselves have found worth while; interior displays; ideas on equipment; systems of handling and co-ordinating departments; specially valuable market information, —page after page of matter which will be a guide for the grocer in his fall and winter trade. Watch for it. Consult it in your own fall planning. It will pay as a business resource.

LET US GIVE THANKS

AS a result of the combined efforts of the Moon and the Federal Government, Monday, October 9, has been declared Thanksgiving Day. On that day the mid-day feast will be of especial importance, and then, speaking in all seriousness, we will give thanks to Almighty God, for—well for what?

Canada is at war. As a nation we are engaged in the most destructive, most terribly consequential war of all time. At many Thanksgiving dinner tables there will be the vacant chair—the chair that in some cases will never again be wanted.

Those engaged in business have passed through a trying year, they have been beset with unprecedented difficulties. They have been face to face with problems for which the history of business offered no solution. They encountered entirely novel hindrances.

The harvest has been but fair and labor difficulties have proved a great handicap. The weather was not altogether kind either early or late, for sowing or harvesting, and in West and East the crops have been reduced.

What have we to be thankful for?

Well there is much.

Thankful we should be, and are, that Canadian men have proved their worth at the unaccustomed tasks of war; that they have in such large numbers seen the gleam and followed it unafraid.

Thankful we may well be for the pride in the sorrow of those who mourn.

Thankful as business men we may be for the prosperity which this virile country has enjoyed, and prouder for the spirit of undismay in which unaccustomed problems have been faced—yes and to a large degree mastered.

Thankful we may be for the goodly revenue which the crops will bring, ensuring further plenty for all; and thankful most of all for the desire to serve evidenced on every hand.

Let us give thanks to Almighty God!

FISH FOR THE SOLDIERS

ACCORDING to a report from London, made to Victoria, B.C., a British Columbia fish ration for the British Army will soon be an accomplished fact. From advices received from Sir Richard McBride, the agent general for the province of British Columbia and London, such a ration will be the portion of the entire British Army, very shortly. Not only are Canadian troops at the front to have a dish of British Columbia halibut and salmon but such a dish is to be enjoyed by their fellows in the ranks of the British Expeditionary Force in France. It is perhaps not generally known that while at present British Columbia halibut is a popular food, furnished to the Canadian troops it has never been given to the British troops, yet it stands handling excellently well and the system of icing and freezing enables it to be conveyed to different camp centres, and remain quite sanitary. Salmon, while it has been used for years in the British Navy, has never been taken up by the Army. Indeed such lines as have been served to the Navy have been for the most part red salmon, sold by representatives of American interests. The reason for this was that the price slightly undercut the price per case in London of British Columbia sockeye. As a result of Sir Richard McBride's efforts, however, a trial order for one hundred cases of pink British Columbia salmon for the Admiralty is reported to have been given.

Sir Richard McBride in thus arranging trade, in the interest of his Province, is to be commended, for his action and effort will mean a great stimulus to the fishing industry of British Columbia. It is understood that the new orders for fish will mean that at least half a million dollars weekly will go to the fishing industry of Canada and Sir Richard in a letter, says he has no doubt that British Columbia will get the lion's share of this business.

An interesting by-product of this supplying of British Columbia salmon to the services is that it will help to overcome a prejudice which has existed in England for some time against pink salmon. The British public for some reason or other has been inclined to look somewhat disparagingly upon pink salmon, preferring the red variety.

This prejudice should be swept away by the publicity afforded through the efforts of Sir Richard McBride.

Constructive Plan to Assist Retailers

The Movement Formulated by the Ad. Clubs of the World to Standardize Business Systems and Render Tangible Assistance to Merchants—An Explanation From the President

RECENTLY, Herbert S. Houston, President of the Associated Advertising Clubs of the World, delivered an address before the Montreal Advertising Club, in which he outlined the remarkable movement that is now definitely under way to assist retail merchants in the matter of store systems. The movement is one of such importance that a resume of the address was received direct from Mr. Houston for CANADIAN GROCER, and it is appended herewith:—

"A few days ago I drove out to the scene of the recent disaster at the Quebec Bridge. I gazed at that immense structure, impressed beyond words by the solidarity, the massiveness of it. But there was something lacking—the great middle span. From the ends of the other sections hung those great chains, broken and tangled, mute evidence of what had occurred.

"Now, the Quebec Bridge was all right. It was structurally sound. It was one of the great achievements of human brains and human hands of our time. But—in a casting of the lifting apparatus, away over on the southwest corner was a tiny flaw, not much, but sufficient to plunge that 5,200-ton mass of metal to the bottom of the St. Lawrence River.

"And that, to my mind, exactly illustrates the position of American (and when I say American, I mean North American) business to-day. It is structurally sound, and one of the greatest achievements of the successive generations. But in it there is a flaw, not large, but like the flaw in the casting of the Quebec Bridge, vital enough to weaken the whole structure.

"Business to-day is 95 per cent. sound. Only about 5 per cent. of it is dishonest and it is this 5 per cent. that the Vigilance Committee of Associated Advertising Clubs of the World and all good merchants seek to eliminate. This 5 per cent. is the rotten apple in the barrel.

Co-operation the Key to Honest Advertising

"It is co-operation amongst the allies that is winning this war. The co-operation of all of us is needed for our own task. The Advertising Club asks you all to help, merchant and manufacturer, jobber and clerk. It is with honest advertising that we are chiefly concerned. The value of our co-operation is well illustrated by a recent case. The Goodyear Tire Co. had spent $14,000 for some years in unsuccessfully trying to bring to book a dishonest manufacturer who always invoked the aid of the law by claiming that his big competitors were endeavoring to destroy him, the little fellow. The case was brought to our attention. In sixty days and at a cost of only $2,300, we had put that dishonest advertiser out of business.

A Convert

"But all the offenders are not dishonest. Some are only ignorant. The one we must prosecute; the other educate. Recently our attention was called to a case in Minnesota, a dry goods man, who was advertising an all-wool child's sweater at 98c. Our committee bought one and found it to be all shoddy. They called his attention to this fact. He informed them that he was running that business and would run it to suit himself. He would not listen to reason, so the committee invoked force. The merchant was prosecuted under a recently enacted Minnesota statute covering such cases and our point was made. But this story has a sequel. This merchant only required enlightening. The next year he came to our committee and asked to head the subscription list for the prosecution of untruthful advertising in his state.

The Flaw in the Structure

And this, just plain, simple honesty, is the biggest simple asset of our merchandising system to-day. Dishonesty is the flaw in the casting of the industrial structure. It is you, the merchant, the manufacturer, and we of the Advertising Club, who must establish confidence in the integrity of business so that we may compete against one another on a basis of quality of our service and our goods and not on the extravagance of our statements.

The Point of Contact

The attitude of the buying public toward the merchant and his statements must be altered. At present it inclines to be cynical and doubtful of them. By honest statements in our advertising we can and will alter this condition. Now, the United States Trade Commission, after a lengthy and impartial investigation, has found that the greatest weakness in the business structure is the inefficient accounting methods of the average retailer. In other words, the retailer is not a good business man in the modern understanding of that term. Think of it. At the point of contact with the ultimate consumer, the most important link in the business chain, this great weakness has been allowed to develop.

Business Records for Retailers

"It is to correct this condition that we have inaugurated the present campaign of introducing a system of scientific and simple Business Methods for Retailers. Data are now being collected on the actual working of the new system in the case of grocers, hardware dealers, boot and shoe dealers and jewellers. Eventually, all other classes of merchants will be reached. The list is being added to constantly. Some of the great colleges of the country, the U. S. Federal Trade Commission, the American Society of Chartered Accountants, are co-operating with us in preparing these systems which will enable the merchant at any time to tell just where he stands. The first pamphlets descriptive of the Business Records will be gotten out in the next few weeks and distributed to the trades concerned. A point about the systems is that they have been tested and proved.

Some merchants make the mistake of supposing business to be a proposition of one dimension, the margin of profit. They are wrong. There are two dimensions; the size of the individual profit multiplied by the speed of the turnover determines the total profits of the business.

W. H. Ingersoll, of the Ingersoll Watch Co., to whom is due great credit in working out our systems of accounting, tells of an interesting case he unearthed in his investigations. He asked a certain dealer how he kept his stock. 'Oh,' the dealer said, 'I keep the goods that move fast handy to the counter here and the rest of 'em in the back room.' And, he added in a burst of confidence, 'I don't have to go back there very often, you see, so it ain't worth while having them up close.''

Mr. Ingersoll asked him on which the profits were greatest. 'Oh, the goods at the back. Big profits in them, only I don't never sell none. There ain't much profit in them other goods up front, but when I keep handing 'em out all the time there is.''

"And that will be one of the chief objects of these Business Records—to show to an absolute certainty to the dealer just what goods give profits and what goods accumulate dust."

At the conclusion of this notable address, the audience availed themselves of Mr. Houston's offer to answer any question asked.

In reply to the question as to what had been done toward effecting an organization for the pushing of the system outlined, Mr. Houston said: "A well organized selling organization has been formed by James W. Fisk, who trained the selling staff of the great Lord & Taylor store of New York. The possibilities of service to retailers in our idea so appealed to Mr. Fisk that he consented to take $2,000 a year less than he had been receiving from Lord & Taylor. He and his organization will work through the Advertising Club."

"Another feature of our work for retailers is the Short Course for Merchants, requiring one week. Frank Stockdale, formerly of the staff of System, gives six lectures in each town visited on the best merchandising practices of to-day. The success of these lectures is phenomenal. He has never yet lectured in a town which has not enthusiastically supported us since, so that he is now booked up until January. The Advertising Clubs of the towns visited have usually arranged to secure Mr. Stockdale, and up to date the clubs have financed the cost by the sale of tickets and courses to merchants and clerks. The charges are only nominal, and I do not know a club that has had to pay a cent out on this course. The headquarters of the Associated Advertising Clubs of the World are in Indianapolis, Indiana, and full details of the plan can be secured from P. S. Florea, the secretary there."

Asked as to how far the system was practical rather than theoretical, Mr. Houston said: "The Business Record System for boot and shoe dealers has been tried out for several months in Massachusetts. The book of instruction will be made up from the actual day to day experiences of men who have tried it. It will be couched in the simplest language. The society of chartered accountants have helped in all of our work and they stand ready at any time to help any merchant who solicits aid, at a reasonable fee."

In reply to the question as to what other classes of dealers would be helped, Mr. Houston said: "We started out with the grocers because everywhere there are grocers and the grocery trade appears to attract men of small capital and no previous training to an unusual degree so that it was obviously most in need of help. Eventually, we will place the systems before all retailers in the order of their importance as a class."

Warren D. Browne, the secretary of the Montreal Publicity Club, then asked whether or not the manufacturers were willing to render any assistance in placing the new system of bookkeeping before the retail trade. He remarked that one of the great difficulties the manufacturers had in distributing goods was that retailers were continually going out of business, particularly in the case of retail grocers.

Mr. Houston said: "The big manufacturing concerns of the United States have promised their whole-hearted assistance in spreading our idea amongst their customers. They have promised to turn their salesmen loose to boost the systems in every city and hamlet. They call it the most constructive thing ever done for the retail trade of the country. Detailed information will be furnished to manufacturers and others by each local association to use on any particular branch of tarde."

F. W. Stewart, manager of Cluett, Peabody & Co., Inc., for Canada, and president of the Montreal Publicity Association, and Frank H. Rowe, Canadian representative of the Executive Board of the Asociated Advertising Clubs, then made brief speeches laudatory of Mr. Houston, and the constructive idea which the Associated Advertising Clubs are developing for the service of retailers.

A CORRECTION

In the ad. of C. J. Bodley, on page 3 of this issue, a typographical error has occurred in the first line, the word "time" being used instead of the word "true." It should read: "It is quite true that the percentage of profit, etc."

THE BAKERS' SIDE OF THE BREAD QUESTION

(Continued from page 19.)

cessity, the most common and urgent of food—he swallows his own profit."

"The grocer complains that he can't handle bread profitably at 2c a loaf profit," said a baker to CANADIAN GROCER. "He urges the rising cost of doing business. But what of the baker's rising cost of doing business? Two years ago we bought flour around $5 a barrel. A barrel makes, roughly, 90 large loaves of bread. Our cost price on 90 loaves to-day is $8, at least. That is each loaf, for flour alone, costs us 8½c to-day where it cost us 5½c two years ago. I am taking these as hypothetical figures only. But our advances have nothing like covered the advances made by the miller on his flour!"

Another baker showed that whereas he used to sell a large loaf to the grocer at 8 cents, which he sold for 10 cents, he sells a loaf to the grocer to-day for 14 cents, which the grocer sells for 16 cents.

"But, while the number of cents profit I made on selling to the grocer has never changed," he said, "the percentage of profit is vastly less, since we are taking it on a higher number of cents as cost price."

Discussing the question of whether the bakers would be able to meet the grocers by giving them a lesser buying price than the present one of 14c, one prominent baker declared it to be impossible.

"It wouldn't pay us. We would be out of pocket on it. All we can do is what we have always done—that is, refuse to sell to grocers who do not sell at the 2c profit, which most of the retail trade have agreed on. We have always stood pat and refused to sell bread at all to the grocer who undercuts his fellow-grocer. And we shall continue to stand pat. But, for myself, I can't see that it will be possible to give the grocer a lower rate. And I don't intend to raise the price to the consumer till the rising cost of conducting my own business compels me to."

One baker expressed his opinion that grocers would be foolish if they cut out handling bread.

"Many a corner grocer does big business in bread," said he. "The little grocer derives a big revenue from it. The grocer in a wealthy district does not, since his customers get their bread at their own door. But the little man who sells to middle and poorer classes make money handling bread. He would lose considerable revenue if he cut it out."

CAMPAIGN FOR PANCAKES AND SYRUPS

(Continued from page 19.)

course, quite ready for use; water is the only thing necessary to add. This should be stated, for the benefit of those customers who haven't made pancakes before. Then, another card setting forth the appealing qualities of pancakes and syrups should also be used. So we would back up the campaign being conducted by every one of us personally with this written appeal."

"That's right, agreed Masters. "Now we come to advertising. I think we'll run single column space in both of the dailies in the town every day for a while to get the thing started. After that we might run, say, one ad. a week, through the winter months. Or failing that, perhaps, we could devote a small space in our regular advertising to mentioning pancakes and flour right along. That is a detail which we can settle later. But we'll certainly get the opening gun trained, and have an ad. in right away."

Captain H. Gilbert Nobbs, who lived in Toronto for some years just prior to the war, and who attained his captaincy in the Queen's Own, has been killed in action. While in Toronto Capt. Nobbs was manager for Canada for Holbrooks, Limited. He resigned his commission in the Queen's Own in order that he might go overseas with a British regiment, which he did.

Mr. Nobbs was well known in the trade both in Canada and the United States. He introduced the goods of Holbrooks, Limited, here several years ago.

Writing a Good Advertisement

What Advertising Writers Earn—Helpful Directions to the Untrained Writer—Tests to Apply—Making Advertisements Strong and Resultful

By John C. Kirkwood

Mr. Kirkwood says in this contribution that any man who can express himself plainly and forcefully can become a writer of good advertisements, and he provides the would-be advertising writer with real help in his effort to produce advertisements of selling power. So-called clever and brilliant writing is roundly condemned as being below the truest level of achievement.

IF you have any notion of developing yourself as a writer of advertising, rid yourself of the idea, if you have it, that cleverness or brilliance in your advertisements is required. You may want to write so-called clever advertisements, but let me assure you earnestly

QUALITY GROCERIES.

The road to health begins and ends in the grocery and provision store. The highest quality and cleanliness is our standard and anything that fails to measure up to that mark we refuse to sell. We can always show a large variety of the various table delicacies and necessaries. Phone orders receive the same attention as those personally given. Highest price for your produce.

Copy with thought and temperature in it. Strong in its statement of policy, principles and service.

that those whom you wish to read your advertisements don't want smart, or clever, or brilliant writing.

You may possibly have read or heard of advertising writers making $25,000 or more a year; and if you see their advertisements, and read them through and through, and know that they have been prepared by these high-priced men, you may come to one of two conclusions—either that these men aren't worth the money they are reputed to earn, or that you can do almost as well yourself. You need to be careful, however, in your estimates. The certainty is that these high-priced men have acquired the art that conceals art.

Just a word on this matter of what professional advertisement writers earn. In Canada, many very good writers earn no more than $25 a week; fewer

BE PHOTOGRAPHED

this year on your birthday at Fell's Studio. Phone 19, Seaforth.

Commendable. Says enough. Note the imperative style, and the definitiveness—"on your birthday"—of this advertisement—all in a dozen words.

earn $40; some earn $50; and those who earn $3,000 a year or more are very, very few. In the United States, the advertising writer who can command a salary of $100 a week, $5,000 a year, is a star man. I may add this: The demand for good advertising writers in Canada is growing all the time.

I hope that no reader will conclude that I am endeavoring to undervalue the ability required to be a good writer of advertising; and I hope also that many readers will conclude that it is in them to become producers of good advertisements; for writing a good advertisement is not at all a hard matter for any man who can express himself plainly and forcefully—and most of us are able to do this.

Instructions to the Beginner

Two questions suggest the nature of the text or wording of an advertisement:

What do you want to say?

What does the reader want you to say?

We'll suppose that you are to write an advertisement on a mattress. The reader may not be interested in mattresses, but the article is selected merely to establish the principle. Ask these questions:—

What do you want the prospective purchaser to know about the mattress?

What does the prospective buyer want to know about the mattress?

Your friends can buy anything you can give them—except your photograph.

It took a mighty good writer of advertising to say so much in so few words. Dynamic "copy," because it sets the mind a-going, and the will resolving.

The beginner, and the so-called clever writer, taught perhaps by some correspondence school, will probably begin his advertisement with a high-flown essayette on "Sleep—Nature's Sweet Restorer," and will use up a large quantity of adjectives. But the prospective buyer doesn't want any such beginning. Why, then, should the writer insist on giving his prospect something not only not wanted, but positively objected to?

It is quite permissible, and is generally quite right, to make some preliminary appeal to the reader's interest, by such headlines as these, for example:—

Are you a good sleeper?

Waking up unrested.

Sleeplessness and the mattress.

Testing an Advertisement

When you have written the text of your advertisement—"Copy" is the word used in the profession—test it by ascertaining if it answers this question:

Does it give the information the prospective buyer is likely to require?

NORTHERN WOOL MEANS COMFORT AND WARMTH.

We emphasize Northern because Northern wool is different from other kinds.

Nature protects Northern sheep from cold and snow with an unusually long, tough, warm wool, just as she protects Northern fur-bearing animals with a long, thick fur.

Made by a special process, Patrick North Country Cloth retains all the weather-proof qualities of the original wool fibres. That is why you can count on Patrick Coats to keep out wind, cold and moisture, to wear long, to make you Bigger Than Weather.

Patrick Coats for grown-ups and children are fine for all out-dooring, from motoring to skating, from walking to sleighing. Other products — outing jackets, auto-steamer rugs, great coats and sweaters.

The Patrick Book, illustrated in colors, you can have for the asking.

The headline sums up the argument. Note the reasonableness of the argument. Also note how suggestive the "copy" is. This advertisement is manifestly the work of a highly-trained writer.

Applying this test you may find that you have omitted particulars about the nature and color of the fabric of the mattress; about the filling; about the weight and measurements.

There you have it: Give the reader your argument and information, and also provide answers to his or her probable or inevitable questions, should a purchase be contemplated.

Visualizing the Buyer

You cannot write a good or strong advertisement without visualizing the buyer, and placing your finger, so to speak, on his or her pulse; and without conjuring up his or her probable or possible attitude towards your proposal.

It may be that you are to prepare an advertisement on footwear; or furniture, or a food product, or tools. What the particular article is doesn't matter much. What does matter is—how is your proposal likely to be received? Are you addressing prospects likely or unlikely to be attentive and responsive to your proposal? These questions you

must answer, and in the light of the answers, you will know what and how to write.

Say something in your headline or opening sentence that will in your judgment arrest attention and hook it. You can do this if you imagine yourself to be addressing some real person—some person whom you know by name and whose custom you want. What will persuade him or her to buy what is advertised? The answer to this question will give you your "copy" material.

KEEPS CHILDREN HEALTHY AND HAPPY.

No ordinary child can thrive on ice cold, draught-swept floors of homes ventilated (?) by open doors and windows. Nor can any child thrive in hot, stuffy rooms filled to the danger point with breathed-over, worn-out, vitiated air. And there are thousands of adults who can't either—proved by their everlasting headaches, insomnia, dull feelings and kindred ills. Foul air is just undermining their health too. Only they seldom realize it till too late.

Furnace heat is healthful, economical and satisfactory.

A good warm air heating and ventilating system, besides perfectly heating the house completely renovates and humidifies the air—on an average of three times per hour! It draws in fresh air, superheats it and sends it all over the house, keeping every room full of pure, revitalized, refreshing warm air. And such results as these, remember, you can get from no other direct heating system.

Then consider the economy side. The right warm air system properly installed saves first cost, saves fuel cost, saves operative costs, saves repair costs, saves time, trouble, puttering around. And, you don't sacrifice one particle of comfort or service.

Heating Plan Free—Amazing Book Free

If you are interested, we will send without obligation, a complete working plan for installing a warm air heating and ventilating plant in your home, drawn up by expert engineers to meet your individual requirements. And with the plan, we will send the name of a local dealer capable of installing it, skillfully and quickly. But right now—

Send for Free Book.

This book has made thousands realize the tremendous significance of the warm air heating and ventilating idea. It is packed with heating facts, backed up by signed opinions of the medical profession—things you should know for your own good.

It's free! Write for it To-day.

Very interesting "copy;" informative, persuasive, urgent. Note in particular the appeal of the headline and opening sentences.

Making Advertisements Strong

Writing a good advertisement where the space at one's command is limited, may come to be like writing a telegram in ten words: The first attempt may include too many words, and something must be struck out or altered or abbreviated without sacrificing clearness or definiteness. The work of condensation may require the transposition of words or phrases, or other alterations, but the final result will tell everything that at the beginning seemed impossible to express so briefly, yet so lucidly.

Writers of mail-order advertising and of the descriptive matter which goes below illustrations in a mail-order catalogue, know how to write with brevity, yet satisfyingly. Usually they are under the necessity of cutting out sentences, phrases and words from their first attempt. Probably the original draft of their text matter or "copy" was very much longer and looser than what survives the pruning process. It surprises even an experienced writer how much can be deleted without loss, but, on the contrary, with real gain in clearness, terseness and force.

Not what you dash off is likely to be your best effort, and should not be your final effort. Write down what comes to you. Write down **all** that comes to you. Then examine what you have written. Often you will find that you can cross out the first two paragraphs without sacrificing anything of value. Often you will find the best beginning in your third paragraph. Sometimes you may find that transposing paragraphs adds greatly to strength and orderliness of thought and statement.

The Writer's Style

The character or temperament of the writer of advertising is frequently revealed in his style. One man will use short words and short sentences. Another will manifest a tendency to be wordy. Another will embroider his writing with colorful adjectives and phrases, and elaborate it by redoundant sentences. But the great aim should always be simplicity, directness, clearness and sufficiency of information. Brevity is secondary to these things.

It is to be remembered that the object of the written and published advertisement is to make sales. This being so, anything in the writer's style or "copy" that subtracts from the main purpose of the advertisement—this by over-statement or under-statement, or by diffuseness, or by lack of climax—is bad.

YOUR BATH.

Your bath should be a distinct pleasure instead of a part of the day's routine. The soap makes all the difference.

Ivory soap lathers so freely and feels so mild you can take great handfuls of the bubbling lively suds and rub them into the pores.

This is far different from rubbing soap on a wash-cloth and passing it over the skin. You enjoy not merely the cleansing effect of the pure white soap and the clear sparkling water combined in the millions of minute bubbles but also the refreshing action of a thorough massage.

Afterwards, the smooth Ivory lather can be rinsed out as easily as it is rubbed in. Every particle of the soap is loosened and dissolved immediately, leaving the pores clean in the strictest sense.

The rubdown can be as brisk as you wish because no part of the skin is made sore or sensitive by the soap. And last, but not least, from the time you step into the tub, the floating cake is right at hand and in sight.

Well-written "copy" by a high-priced writer. Gives one fresh knowledge about soap and bathing, and is therefore interesting. And creates a desire for Ivory Soap that will almost certainly lead to its purchase and use.

"Tell it and sell it." Let this be a watch-phrase.

Put Urgency Into Advertisements

Sometimes the public actually wants advertisements to stimulate to decision and action an apathetic or resisting will. Suppose, for example, that you are conscious of a poor use of your spare time, and that there is in you a feeble desire to use your spare time for self-improvement. Suddenly you see an advertisement that challenges your interest—the advertisement of a course of physical training. You read that *one* of the reflex results of the course will be a strengthened will power. The very thing that you feel you need most. In the light of your condition and irresolution, you want that advertisement to be tremendously strong and urgent—to inform you, rouse you, persuade you, and make you decide to take the training advertised.

Combination Davenport and Divanette Sofa Beds in Special Selling Monday at $26.00.

A stately sofa by day, and a comfortable bed by night, offered at a price that brings this great convenience within reach of every home.

The Davenport sofa bed or divanette is one of the most convenient pieces of furniture one can have in the house, for it can be used in living-room, den, bed-sitting-room, sunroom or sleeping porch with advantage, and is particularly useful in small flats or apartments. These offered Monday at this remarkably low price are in quarter-cut oak, in fumed or golden finish, and some in mahogany finish. All have upholstered backs and spring seats, covered with pantasote or green denim. They have panelled ends and wide arms. Spring of bed has all-steel frame, with heavy link weave and helical spring ends and sides. All are in Pullman revolving style, easily transformed to double size bed. Extra special Monday price $26.00

"Copy" with a very definite appeal in it. Supplies desired information with satisfactory fullness.

This brings me to a point. Advertisements, like flesh-and-blood salesmen, ought to be keen and urgent. Just as we do not want to be served by limp, uninterested and uninteresting, easily-refused salesmen, so we do not want the advertisements addressed to us to be cold, dull, and devoid of conviction and urgency.

* * *

I am addressing myself to men who are in earnest in their desire to write good—not clever or brilliant—advertisements; and who are ready to take time and trouble to achieve their desire.

Kelly and Hughes, general merchants, Sombra, have dissolved partnership. Mr. Kelly will carry on the business in future. Mr. Hughes will reside at Sarnia.

Suggestions for Thanksgiving Displays

An abundance and yet not too much to make it crowded

A suggestion which induces thought of Hallowe'en as well.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

H. J. Redden, Aylesford, has gone out of the grocery business.

O'Leary & Lee, of Richibucto, have purchased from the Bank of Nova Scotia, liquidators for J. Sutton Clark, the fish curing and canning plant at L'Etang, N.B. As soon as the plant can be got ready for operation they will start canning sardines and lobsters.

Leonard Brothers, of St. John, have purchased the plant of the North Atlantic Fisheries, Ltd., at Hawkesbury, N.S., the largest and best equipped plant in Canada for the handling of fresh and frozen fish. The plant was erected in the Straits of Canso four years ago at a cost of $250,000.

The announcement that Armour & Co., of Chicago, have taken over the Dickinson tannery in Woodstock, N.B., has been received with interest in provision circles in New Brunswick, as it has given rise to speculation whether the big packing firm intends to branch out in other lines in this province.

Quebec

Victor Dne, Longueuil, has sold the stock of his grocery store.

The stock of the grocery store of Elias Goora, Montreal, was damaged by fire and water. The loss was partially covered by insurance.

Ontario

O. B. Green, Hamilton, has gone out of the grocery business.

Richard Hewins, Hamilton, sold his grocery store to C. W. Middleton.

The Dominion Soap Co., Ltd., Hamilton, Ont., have obtained a charter.

J. C. Best, Strathroy, has moved his grocery business into new quarters.

Jos. Miller, Hamilton Rd., London, has sold his grocery store to Thos. Taylor.

Eunice Bennett has purchased the grocery store of Laura Kelly, Toronto.

Mrs. Terrie has opened a grocery store on Mount Pleasant avenue, W. London.

Mrs. Simpson and Miss Smith have opened a grocery store at 132 Briscoe street, London.

Walter Winnett, Toronto, has sold his grocery business, 118 Sumach street, to W. H. McKee.

M. Woods has purchased the grocery business of J. C. Walker, 452 Bloor street west, Toronto.

Thos. Carey, traveler for the Toledo Scale Co., in the London district, has been moved to the United States.

J. Shabarker has purchased the grocery business of Thos. Breen, Ottaway avenue and Wellington street, London.

By the courtesy of H. C. Herschman, advertising manager of the Swift Canadian Company, about fifty members of the Toronto Ad Club were able to go over the plant of the Swift Canadian Company, greatly to their education and benefit.

David Marshall, M.P., Aylmer, Ont., supervisor of the Dominion Canners, who was in Ottawa recently, stated that this season's pack, more particularly in regard to the vegetables than the fruit, will not be more than one-third of the average.

The Quaker Oats Company, London, will begin alterations to its yard tracks and the building of a new spur line and scales, in the near future. The total expenditure in buildings and other expansion improvements this year will approximate $100,000.

A meeting for the purpose of reorganizing the Port Arthur branch of the Retail Merchants' Association of Canada, Ontario Provincial Board, was held in the council chamber, Port Arthur, recently. The question of amalgamating the Fire Underwriters' Association of Port Arthur with this organization was discussed. The meetings will in future be open to the public.

Lemon Bros., Owen Sound, wholesale produce dealers, who lost their warehouse by fire early last spring, and occupied during the summer months that formerly used by McDougal and Evans, will begin to occupy their big new warehouses and office at the old stand, this week. The company will use the cold storage plant of McDougal & Evans for the present, until the installation of that department is completed in the new building.

The Canada Starch Company, Fort William, are erecting some new buildings on the property immediately adjoining the company's present buildings. The new buildings include a four-storey brick building, to be used for packing dry starch; a one-storey and basement warehouse, to be used exclusively for storage of finished goods, a boxmaking factory where all boxes will be assembled. It is expected that the new buildings will be completed and in operation early next year. It will be one of the most modern set of factory buildings of this nature in Canada.

Western Provinces

Peat & Co., Winnipeg, are selling their grocery business.

H. Madden, Madford, suffered loss to his grocery store by fire.

Geo. A. Tapley, Moose Jaw, has discontinued his grocery business.

H. Warkentin has purchased the general store of J. A. Martens, Dalmeny.

T. J. Cowan, Dismore, sold his grocery store to Wilence Bros. & Fishman.

W. A. Clow has succeeded Mr. R. Seymour, Virden, in his grocery business.

Harry Bolus has succeeded C. Simon, Blenheim, in his dry goods and grocery business.

J. H. Weibe has succeeded the Waldeck Trading Co., Waldeck, in their general store.

J. F. Fummerton & Co., Innisfail, Alta., is opening a grocery store in Kelowna. He will occupy the Crowley Block, recently vacated by W. M. Parker & Co.

Fire starting from an unknown cause, September 27, completely destroyed the general store owned by F. E. Nicholl, Killam, Alta. The loss will be well over $50,000, and there is about $45,000 insurance on the building and stock.

J. Nicol, who has for several years been in charge of the window display at Nation and Shewan's, Brandon, Man., has gone to McKinnon's departmental store, Weyburn, Sask., where he will have fourteen windows to display.

C. J. Summers, Calgary, has sold his grocery store.

Mrs. R. A. Stephens has discontinued her grocery business.

The grocery store of D. L. Wilson, Brandon, was destroyed by fire.

S. J. Deroche, Winnipeg, sold the stock of his grocery store to Mrs. Saidie Bryer.

The Cameron & Heap Co., Ltd., Dauphin, Man., have been granted Dominion charter.

WHITE SWAN FOODS

FOR more than twenty years Grocers all over Canada have recognized WHITE SWAN as the standard of quality, and ever since the Dominion Government passed an Adulteration Act, WHITE SWAN Products have all been guaranteed and sealed with a GOVERNMENT WARRANTY, which protects the dealer against fraudulent adulteration and is the consumer's guarantee as to purity.

We confidently make this offer to you

"If the contents of any package which bears our 'Surity of Purity' emblem should prove in any way unsatisfactory, we will make a cheerful and full refund of your money."

Biscuit Flour

FOR making biscuits, gems, muffins and rolls. Self-rising. The uniform [illegible]

SELF-RISING

PANCAKE FLOUR

Jelly Powder

A DELICATE, dainty dessert, full of fresh,

Per case, 2 doz., $2.70.

flavor of White Swan Pancakes. Easily made and economical, too. Just mix the flour with an equal amount of water and the batter is ready.

Per case, 2 doz., $2.70

Per Dozen, 90c.

At All Good Grocers

Wheat Flakes

MADE from carefully selected Canadian White Winter Wheat. Special process of preparation retains the protein, phosphates and bran—the full nourishment of the whole wheat.

Per case, 2 doz., $2.70

Spices

THE best that the East offers, despite advancing markets. Only hard, clean, wholesome berries are found in White Swan; all stems, hulls, poor grade stock are carefully excluded.

In handsome shaker tins.

Per doz., 90c.

Extracts

THE purest and strongest procurable prepared only from highest grade essential oils and choicest vanilla beans. Guaranteed stronger than the Government standard, and sold under the **"Government Warranty"** of absolute purity. Not artificially colored nor fortified in any way.

Per doz., $2.25

COFFEE

50 YEARS' experience in blending and roasting makes White Swan Coffee indescribably delicious. The choice grade of coffee beans used means an exquisite aroma that wins a large following of enthusiastic customers.

36c. per pound

White Swan Spices & Cereals, Limited, 156 Pearl Street, Toronto, Canada

This ad. (exact size) in addition to other large ones, is appearing (without prices) in Daily Papers and is bound to create valuable prestige and consumers' acceptance for every one of the lines featured.

ORDER THROUGH YOUR JOBBER OR DIRECT.

Put in a "WHITE SWAN" Display and link up your store with our Advertising—it will make more sales for you and more profits for both of us

Write for Free Window Material and Further Information.

THROUGH OTHER SPECTACLES

WHAT A LEMON WILL DO.

(From the *Retailers' Journal.*)

person, whether in health or not. It is suitable for all stomach diseases, excellent in sick- plaint, inflammation of the bowels and fevers. plaints. The pippin crushed may be used with juice is the best antiscorbutic remedy known. It not only cures the disease, but prevents it. Sailors make daily use of it for this purpose. We advise every one to rub their gums with lemon juice to keep them in a healthy condition. The hands and nails are also kept clean, white, soft and supple by the daily use of blains. Lemon is used in intermittent fevers, mixed with a strong, hot black coffee, without sugar. Neuralgia, it is said, is cured by rubbing the part affected with a cut of lemon. It is of value also to cure warts. It will remove dandruff by rubbing the roots of the hair with it. It will alleviate and finally cure coughs and colds, and heal diseased lungs if are manifold and the more we employ it in-

USING THE COFFEE GROUNDS

for cattle. Special filtering process has also been devised for winning a certain "extract" from the grounds, which has been found suitable for human nourishment. It is now proposed that all public institutions, such as coffee grounds, which will be collected officially at regular intervals.

COMBINATIONS IN FOREIGN TRADE

(From *Journal of Commerce*, N. Y.)

So deeply has populism entered into the mind of politicians that combinations to facilitate trade in foreign countries are regarded with the utmost suspicion, and unanimous consent could not be had in Congress for a measure permitting manufacturers to combine to maintain selling agencies, and in other ways reduce the cost of doing an export business. This is evidence of the extent to which human action is the result of prejudice or sentiment rather than of intelligence and reason.

The popular uprising against trade combinations was due to their power of suppressing competition and increasing prices. Thirty years ago Congress concluded that competition could not be depended on between railways, and therefore established a regulative commission, somewhat inconsistently, however, trying also to prevent combinations; and in the original Sherman law it undertook to enforce competition among industrials. We now have a Trade Commission to supplement the Sherman get some competition out of railroads, though with the power of fixing rates vested in the Interstate Commerce Commission, it cannot matter whether the railroads are controlled by one company or a hundred companies.

It was a perfectly rational proposition to prevent high prices by preventing corporations from combining and suppressing competition. But the purpose of combination for the export business is to make it possible to reduce prices and compete with other nations on more favorable terms. Even if this were not the purpose, or the effect, and the result of combinations were to advance prices, there is no reason why we should concern ourselves about the welfare of the foreigners whose money the exporters are seeking.

There has been a very general belief in this country that goods were sold abroad cheaper without foundation, though there may have been less of it than one would infer from political speeches. There is reason for this feeling only so far as domestic prices may be artificially sustained in order to make it possible to sell goods abroad at cost, or very near it.

In Germany there has been no objection to this sort of trade, and the kartels, which control the greater part of the export trade, are opinion in charging high prices at home and selling abroad for any price that competition, or the extermination of a foreign industry, may make necessary.

American public opinion will never go so far as to tolerate that. But where the smaller exporters desire to seek foreign orders in bulk to be divided among themselves, or to divide among several concerns the cost of maintaining a foreign selling agency, it is the height of folly for American politicians to get in the way of a business that brings foreign moneys here to disburse as wages to American workingmen.

THE RECRUITING PROBLEM

(From *The Financial Post*.)

At various times during the past two years we have dealt with the rotten lack of system in recruiting, for which our Ministers of Militia, Trade and Labor were to blame. We urged the appointment of a Director-General of Recruiting. On May 27th last we said:

Director of Recruiting Needed

The recruiting question continues to be a serious one in many industrial establishments. Many men whose services are of the greatest value to Canada and the Empire are volunteering from a sense of duty for service overseas, while thousands of untrained young men, who could be spared, are not responding to the calls of recruiting agents.

There are several classes of employment which are luxuries from which hundreds of men could be released. There are others which are not absolutely essential to the conduct of business. These classes should be tabulated and recruits sought among them.

In England the Government permitted the withdrawal from the army of such men as were necessary for the industries, and is now replacing them by those who can be spared.

Condemnation of the Ministers of Labor and Militia is not confined to Eastern Canada for not getting together on the question, but we *The Regina Leader*, in quoting from an article in *The Financial Post*, expresses its own opinion thus:—

> The whole country is becoming aroused over the question of recruiting, and with particular reference to the absence of any leadership from Ottawa, and the failure of the militia authorities to provide any system. People are only now beginning to awaken to the danger to the country if the haphazard, happy-go-luck way of enlisting men is to continue. The demand for a national registration of the manhood of the Dominion is increasing, while talk of conscription is heard from many places."

What is needed is a Director-General of Recruiting, a good executive officer, who will adopt a methodical, businesslike procedure.

The Government has now decided to act on our suggestion. They will appoint a "Director-General of National Service," and Sir Thomas Tait will take the place. Sir Thomas ought to be an ideal man. He has had charge of recruiting at Montreal. He began as stenographer to Sir William Van Horne, president, Canadian Pacific, and worked his way up to a general superintendent; when he was asked to take charge of, organize and systematize the Australian Government railways.

If party politics would let Sir Robert Borden select his Cabinet Ministers—as *The Post* has advocated—with the same good judgment as he has shown in this and several other instances since the war began, the country would support him in spite of the various combinations that are now being formed against him, within and without his party. There are a number of great executives in Canada in the Liberal as well as the Conservative party, who would sacrifice their own comfort and affairs to join his Cabinet to help him at this time.

DAYLIGHT SAVING A SUCCESS

(From *Maritime Merchant*).

Just before the last issue of the *Merchant* had gone to press, the city of Halifax reverted to standard time. After a summer's trial we think it can be said that daylight saving was on the whole a success. At least, on the principle of the greatest good to the greatest number there would seem to be no reason why the plan should not be repeated in future years, for the experiment has been successful enough to warrant that. It would be much better if it were to be made general by federal legislation throughout the whole Dominion, but failing that, or even failing provincial legislation for Nova Scotia, we think the city of Halifax should repeat the plan of "daylight saving" in future years.

The popularity of the present year's innovation was particularly marked among a certain class. People whose occupations took them to work at 8 o'clock or later in the morning were practically all in favor of the scheme. Those, however, whose work began at 7 o'clock standard time did not see the same advantage in it and it was natural that they should not: for the thing that made it so popular with their late-rising brethren was that it gave them a new hour out of the juciest part of the day that in previous years they had been accustomed to spend in bed.

COAL-MINING METHODS USED IN HANDLING FRUIT

(From *Popular Mechanics*).

Several men employed by a farmers' fruit-packing organization in California, are called prune miners because it is their task to pick and shovel their way into tons of prunes which are stored in the association's warehouse. To this packing-house all the farmers bring their prune crop to be weighed and graded, after which it is stored in bins according to size. These bins hold about 40 tons, and by the time shipments are made, the prunes are packed into a solid mass, and can only be dug out with picks. Before being packed in the shipping boxes, they are run through boiling water for three minutes.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

SUMMARY OF MARKET CONDITIONS

THE one exception to higher prices in the markets this week was the decline of $1 per 100 in live and dressed hogs. The tendency on almost all other lines has been upwards. A further advance of 20c in flour makes a new high record in flour prices. In the face of an advancing market there is a heavy demand. All feeds are firm and in big demand. Package cereals are in good demand. Sugar remains firm with an advance expected. Butter and eggs and cheese have advanced during the week. The market for canned goods is very firm and higher prices will shortly be issued on some lines. Prices are easier on poultry. Several new varieties of fruit have appeared on the market. Figs are expected to be the most popular of the dried fruits. Manchurian and Indian beans now being imported are having a tendency to keep prices down. Business generally is good despite the high prices. Wholesalers are experiencing difficulty in securing supplies rather than of securing orders. Reports from Western Canada indicate that business is good. Snow in Saskatchewan this week has interfered with threshing operations. In some sections there is a great scarcity of labor.

QUEBEC MARKETS

MONTREAL, Oct. 3.—Firmness, but no unexpected movement upwards, and certainly none downwards, characterized the Quebec market situation for the present week. Molasses remained firm; sugar very firm, but with unchanged prices. An opinion prevailed in some quarters that manufacturers would welcome increased prices for sugar, but certainly no hint is given anywhere of any coming rise as yet. All wheat products and associated products showed great firmness and rising prices. Currants went up again, and nuts proved of similar tendency. Everything points to a Christmas dinner table, the fare on which will cost about double its cost last year. In the canned goods situation prices firmed up as had been expected, but canners are coping courageously with their difficulties, and the total pack may yet come out better than had been expected. High grades of canned salmon, however, are hopelessly short this season, though some large offerings of Chums temporarily lacked buyers on the market, which seemed well supplied with these.

Sugar Market is Now Very Firm

SUGAR.—A stronger market was experienced for sugar at the beginning of the week, with, however, no alteration in prices as quoted last week. The primary markets were firm, with Cubas at 5c. There are no very confident sugar prophets making themselves heard on the markets, for prophesying at present in sugar is difficult. Demand generally is exceedingly good, taking market conditions into consideration and the firm state of prices. Manufacturers regard the situation as satisfactory, and the outlook for the future good.

	Per 100 lbs.
Extra Granulated Sugar—	
100 lb. bags	7 [illegible]
5 lb. bags	7 50
2 and 5-lb. bag	7 70
Extra Ground Sugars—	
Barrels	7 75
70 lb. boxes	7 95
25 lb. boxes	8 15
Yellow Sugars—	
No. 1, 100 lb. bags	7 00
Dark yellow, 100 lb. bags	7 80
Bright yellow, 100 lb. bags	7 55
Powdered Sugars—	
Barrels	7 75
70 lb. boxes	7 95
25 lb. boxes	8 15
Paris Lumps—	
100 lb. boxes	[illegible]
50 lb. boxes	8 10
25 lb. boxes	[illegible]
Crystal Diamonds—	
Barrels	[illegible]
100 lb. boxes	[illegible]
50 lb. boxes	[illegible]
25 lb. boxes	[illegible]
Tablets	[illegible]
Icing sugars	[illegible]

Canned Peas and Beans Up Again

CANNED GOODS.—There is little change to be noted in the position of the market for canned goods. Canned peas (standard 2-lb. tins) rose by 10c to $1.20 per case. Early June peas went up by 10c also to $1.35 per case. Canned string beans rose 5c to $1.05. With the threatening of frost, canners had redoubled their efforts to secure as much as possible of tomatoes, and with some success, for results were encouraging; but the prices for these canned goods must continue high, and the market is very firm. There was an easing of market slightly, and not quite so pressing a demand for Chums in the canned salmon market; but all the higher grades are eagerly sought and hard to obtain, if obtainable at all.

Currants Still Firm Raisins Steady

DRIED FRUITS.—The Christmas dinner is going to cost more this year if dried fruits, such as currants, and delicacies, such as almonds and raisins, keep on climbing aloft as they have been doing. The market for dried fruits is firm as last week, and some higher prices are quoted here and there, while some prices are still steady. California white figs have been temporarily withdrawn from the growers' market to return as supplies increase at possibly higher prices. Currants still flirt with the highest price standards. Prunes are firm. New apricots and peaches are higher priced than in former market experience. Raisins remain as quoted last week, but are firm.

EVAPORATED FRUITS.	Per lb.	
[illegible]		
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 25
[illegible]		
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb.		
[illegible]		
Figs—		
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
[illegible]		
Cal. bricks, 16 oz.	0 10	0 11
[illegible]		
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
[illegible]		
Raisins—		
[illegible]		
Muscatels, 4-crown, lb.	....	0 6½
[illegible]		

Prices subject to change without notice. Shaded for quantities, according to the state of market.

Molasses is in a Firm Market

MOLASSES.—The market for molasses remains as firm as ever, and inclines towards increased prices, though prices are not increased this week. There is every prospect of the firm condition of this market continuing right on until new season's crop appears. In sympathy with the molasses situation, corn syrups are in very firm market also, though prices for these have not altered since July. Quotations are around 4¼c per lb. for barrels, or about 59c per gallon delivered in Quebec and beyond. The brisk demand for syrups is likely to maintain in opinion of those close to the markets. The supplies of corn syrup available are so far plentiful.

	Prices for Fancy.	Choice.
Barbadoes Mola[illegible]		
Puncheons	0 62	0 59
Barrels	0 65	0 62
Half barrels	0 67	0 64

For outside territories prices range about 3c lower. Carload lots of 3 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Nut Prices Show Some Shadings

NUTS.—There is little change as regards the nut situation this week. All varieties of nuts are in a market characterized by firmness. Some varieties have gone up a little in price as compared with last week's lower quotations. Some show a shading downwards. On the average, nut prices seemed a trifle easier, but with every prospect of nuts being quite amongst the luxuries for Christmas. Sicily filberts, for instance, showed ½c increase, Tarragona almonds 1c, and Grenoble walnuts a cent up per lb. in one large wholesale house. For Tarragonas jobbers were being asked by growers for 19c per lb., which was, however, still a price available on the wholesale market to retailers.

Almonds, Tarr[illegible]	0 19	0 20
[illegible]	[illegible]	0 18
Ma[illegible]ots	0 13½	0 14
[illegible]	0 38	0 40
[illegible]	[illegible]	0 41
[illegible]	0 17½	0 18
[illegible]	[illegible]	0 40
[illegible]	[illegible]	0 20
[illegible]	[illegible]	0 60
[illegible] (Texas)	[illegible]	0 16
[illegible]	0 15	0 16
[illegible]	[illegible]	0 65
[illegible]	0 09	0 12½
[illegible]	[illegible]	0 10
[illegible]	[illegible]	0 09½

Rice and Tapioca in Steady Demand

RICE AND TAPIOCA.—In good demand and at moderate but firm prices, rice shows no variation from last week's prices, except as regards imported Patna in bags of 224 lbs., which was quoted last week as low as 0.04c per lb., but which is not obtainable as easily now. The price should read now 0.07 to 0.08 cents per lb., and the same prices are asked for imported Patna, whether in the full size, half, or quarter-size bag. Pearl [illegible] is down as compared with last quotes to 8½c or 9c per lb., and seed tapioca shows a slight shading downwards, being now on the market at 9-9½c as compared with 10½-11c lately. There are small prospects of any very abundant supplies of tapioca from the primary markets so far.

	Per cwt.
Rangoon Rice—	
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	5 30
Crystal	5 00
Snow	5 20
Ice drips	5 30

Prices are per 100 lbs., packed in bags (200 lbs.), half bags (100 lbs.), and quarter bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

REARRANGEMENT OF MARKETS

Acting on suggestions received, as a result of inquiries among progressive retail grocers, we have made some changes in the general arrangement of the market reports. The weekly reports on fruits, vegetables, fish and poultry, which have hitherto appeared in separate departments, have been incorporated in the general report. Under the new arrangement, a Quebec Province grocer, for instance, will now be able to read a complete and continuous report on all lines, with the exception of flour and feeds, and produce and provisions. The latter will for the present appear in separate departments. The new arrangement will greatly simplify the market reports, and with the new sub-headings should be more practical and convenient for the busy grocer. We are glad at all times to receive suggestions as to how the market service can be improved. We shall be glad to have the comments of grocers, favorable or otherwise, regarding the new arrangement.—Editor.

CLIMBING.

	Per lb.
Imported Patna—	
Bags, 224 lbs.	0 07
Half bags, 112 lbs.	0 07
Quarter bags	0 07
Velvet head Carolina	0 08 0 09
Sago, brown	0 06½ 0 07
Tapioca—	
Pearl, lb.	0 08½ 0 09
Seed, lb.	0 09 0 09½

Beans Are Again Higher Priced

DRIED VEGETABLES.—Firmness and increased prices for some varieties characterize the market for dried vegetables this week. Beans in particular are very scarce and high priced. Canadian hand-picked are at $6.75 to $7 per bushel. Limas are 8½c to 9c per lb., and are in a firming market. Choice recleaned California white beans, large and small, are being offered for October shipment on the coast to the jobber at as high as $6.75 per 100 lbs. Peas and barley are steady at the prices quoted last week, but again the market for these is firm, peas being scarce this season.

Beans—		
Canadian, 3-lb. pickers, per bushel	....	6 00
Canadian, hand-picked	6 75	7 00
Canadian, 5-lb. pickers	....	5 60
Yellow eyes, per bushel	....	5 70
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 25	3 50
Peas, split, bag 98 lbs., new crop	5 75	6 00
Barley, pot, per bag	....	3 50
Barley, pearl, per bag	4 65	5 16

Low Grade Japan Teas Are Firmer

TEA.—A decided firmness and, in fact, increase in the prices of lower grade Japan teas was noticed early in the week, and demand for these teas is evidently increasing. Firmness as regards China teas has influenced the market favorably as to increased consumption of Japan teas. Stocks of gunpowder tea are reported to be lowewr and at higher prices, and U. S. Standard Japan tea was being quoted firmer to the jobber for carload lots. To the retailer this grade would run about 19c to 20c. Large firms of wholesalers recorded a 2c rise in Japan siftings per lb. The whole tea market shows a much better tone of late, demand being good, and with every sign of maintaining. No changes in prices of black teas are recorded this week.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 [illegible]	0 [illegible]

Coffee Market is Firm and Quiet

COFFEE.—Again the coffee market is reported normal, and with no changes upward or downward as regards prices prevailing for the principal grades. Demand is showing the usual briskening, due to the advent of colder weather, and though local conditions here and there throughout Canada might be improved as regards consumption of coffee, a general tendency towards improving markets is observable, and coffee merchants are quite confident of doing a good sea-

son's business. The primary markets show no important movements.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Carraways Firm and Found Scarce

SPICES.—Considerable demand and none too plentiful supply characterize the primary markets and New York opinions as regards spices, and there is an echo of this tone in Canada. Apart, however, from a brisk upward tendency in coriander and carraways, there is no outstanding feature of change in the market. Pepper is being held for firmer prices, and white pepper in particular is firmer and likely to be higher. Nutmegs, so far unchanged in price, are coming into brisker demand. Cassias, while quoted a little easier than formerly, may be found to cost more later, as new supplies are not very certain as yet. Cream of tartar is easier a little. China cinnamon is firmer, and Dutch carraways much firmer, while Canadian carraways are scarce.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	—0 25	—	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	—	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—	—
Turmeric	0 21—0 23	—	—

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch		0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole		12 15

New Varieties on Fruit Market

FRUIT AND VEGETABLES.—With supplies plentiful for most fruits and vegetables in demand, and a better market situation expected as regards apples which have been plentiful and at low prices of late, the market for fruit and vegetables opened this week. Some new articles appeared, a few Cape Cod cranberries in small box lots selling at 60 cents a gallon, and in better esteem on the market than some Canadian cranberries offered. Hothouse tomatoes also appeared, a high class variety at 7 cents per lb. A price rise in sweet potatoes is due to better qualities offering. Green and red peppers occupy a prominent place at 20 cents per lb. Corn is scarce, and all but off the market. Banana prices are firm and good demand is noted. Oranges are being quoted, but their price is high, and demand is not active. The period is fast approaching for the importation of all kinds of vegetables from the United States. Canadian growers insist that it does not pay them to grow these under glass for the Canadian market, though the imported goods must also be grown under glass in the States in the opinion of market men here. Beans are very scarce and the price has doubled from $1 per bag to $2 per bag since last week.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	....
Lemons	4 25	....
California Tokay grapes	2 75	3 00
California Malagas	2 25	2 75
Colorado peaches	1 40	....
	No. 1	No. 2
St. Lawrence Apples	1 00	2 50
Wealthy Apples	3 50	2 50
Beets, per doz. bunches	....	0 40
Beans, wax and green, per bag	....	2 00
Onions, per bag, 75 lbs.	....	1 50
Onions, Spanish, per case	....	5 00
Turnips, per bag	....	....
Vegetable marrow, per doz.	....	1 00
Tomatoes, hothouse, lb.	....	0 07
Sweet potatoes per hamper, 60 lbs.	....	2 00
Corn, per doz.	....	0 18
Peppers, red and green, per lb.	....	0 20

Firmness Noticed In Fish Prices

FISH.—More firmness in prices is again in evidence in the fish trade. One of the two main lines—that is halibut from the Pacific Coast, has been almost unobtainable for the week's suplies. A few halibut have been coming over the border, and are selling at very high prices. Halibut and salmon were in good supply at prices similar to those asked last week. Lake fish are arriving in fair quantities and selling retail at fair figures. A few lots of pickled fish, such as salt salmon, salt herrings, salt mackerel, etc., have arrived and have been distributed in small shipments at about 25 per cent. higher than last season's prices. Reports are that codfish will be more plentiful now that it is the end of the drying season. Should this prove correct, a decline in prices for codfish may be expected. The opening of the Malpecque shell oyster season having arrived, first shipments of these were due October 4, and regular supplies thereafter throughout the season.

SMOKED FISH	
Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10-lb. box	1 30
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 00
Scallops	2 25
FRESH SEA FISH	
Halibut	18
Haddock, fancy, express, lb.	7
Mackerel, each	16
Cod, steak, fancy, express, lb.	08
Flounders	6
Salmon, Western	17—18
Salmon, Gaspe	20
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Herrings, lb.	0 06
Lake trout	0 12
Eels, lb.	0 08
Dore	0 12
Brook trout	0 50
Swordfish	0 16
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque shell oysters, per bbl.	12 00
Cape Cod shell oysters, per bbl.	12 00
Scallops (per gal.)	2 25
Clams (med.) per bbl.	8 00
Shrimps, per gal.	2 00

ONTARIO MARKETS

TORONTO, Oct. 4.—There have been interesting developments in the market during the week. For the most part the tendency has been to upward prices. A further advance of 20c per barrel is recorded in flour, with a firmness in the situation, due to the high prices for wheat. Sugar is also firm in price and refiners' agents are expecting an advance. Butter and eggs have both advanced in price, and cheese is firmer, with an advance recorded. Live hogs and dressed have possibly been the one exception to advancing prices, there being a drop of approximately $1 per hundred in these two commodities. Figs are expected to be the most popular of the dried fruits, as they will be the only line that will retail around 10c per pound. Ontario beans are reported to be a fairly good crop, but Manchurian and Indian beans that are being brought into the market will be a factor in determining the price and keeping it steady.

Sugar Prices Have Very Firm Aspect

SUGAR.—A great deal of strength has developed in the sugar market within the past week and the market has now much strength. Supplies of sugar have been seriously depleted due to the stimulus of a big consumption. A good peach and plum crop, coupled with the recent decline, operated to make people use sugar more freely both in the United States and Canada. There is a well founded impression that refiners will be compelled to stay in the market as buyers for the balance of the present year. The combined stock of Cubans on spot and afloat is 100,000 tons less than at this time last year. Cuban sugar has now come to be somewhat of a negligible quantity as there are left approximately only 200,000 tons to take care of possible needs between now and the time when the new Cuban crop comes in about two months hence. If the American meltings are maintained at the present weekly rate of approximately 60,000 tons it will be a serious question whether or not there will be sufficient sugar in sight for the needs of refiners between now and the time when the new crop comes in. Three weeks ago the weekly meltings amounted to 31,000 tons. During the past week they were

61,000 tons. It is somewhat doubtful, however, as to whether or not the consumption will be as large in the immediate future as the peach and plum crop is now practically over.

	100 lbs.
Montreal refined, extra granulated sugars	7 46
New Brunswick extra granulated	7 46
Nova Scotia extra granulated	7 36
Yellow, No. 1	7 06
Extra ground, barrels	7 81
Special icing, barrels	7 81
Powdered, barrels	7 61
Paris lumps, barrels	8 06
Assorted tea cubes, boxes	8 06

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Demand for Molasses Has Been Stimulated

MOLASSES.—Dealers in molasses report an increased demand for the product during the past week or two, due it is asserted in all probability to the cooler weather. Bakers are using larger quantities in their baking. All prices hold firm. Corn syrups have had a big consumption during the past four or five weeks with prices holding steady. Cane syrups hold steady in price with the consumption somewhat limited at the present season. A large demand is expected in the near future.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 83½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbls	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80

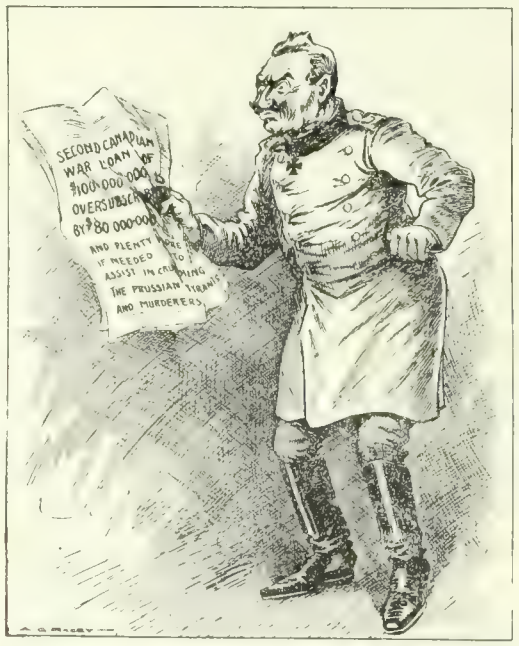
Demand for Coffees is Reported Better

COFFEE.—There is a firmness in the local coffee market. Demand has improved with the coming of cooler weather and dealers report the outlook for business this fall exceptionally good. In the primary markets coffee futures were easier during the first part of the week. It is suggested that stocks afloat are accumulating in Rio and Santos and that the afloats in sight are now only 300,000 bags smaller than in 1915. Roasters in consequence are inclined to hold off their buying in the hope of getting concessions. A factor that continues to give firmness to the market is in the depleted stocks of the enemy-powers. Germany, it is pointed out, could use 3,000,000 bags right off the reel in the event that peace is declared. Austria and their other allies would swell the total required to 4,000,000 bags. There is some talk of smaller crops due to drought and other factors.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	....	0 25
Java, lb.	0 33	0 38
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Cheaper Grades of Teas Down in Price

TEAS.—Common grades of teas for future delivery have declined approximately 1c per pound during the week. The better grades of teas however remain firm in price. Dealers in Indian teas assert that people are buying the better grades of those teas. Buying has not been active owing to the fact that wholesalers generally have been holding for lower prices. In consequence stocks are low. Reports from Northern India state that based on the average of the past three years the shortage in teas in that district will be 15 per cent. below this average. There is a notice-below this average. Spot teas remain unchanged in price, while futures are 1c per pound lower for the common grades.


SECOND CANADIAN WAR LOAN OF $100,000,000 IS OVERSUBSCRIBED BY $80,000,000
AND PLENTY MORE IF NEEDED TO ASSIST IN CRUSHING THE PRUSSIAN TYRANTS AND MURDERERS

Chief war starter: Himmel and that's the country my spy system informed me was ripe for rebellion, ready for insurrection, and only awaited a chance to break from the British Empire.

Racey, in Montreal Star.

ALL SUGARS ADVANCED 10c

Just as CANADIAN GROCER is going on the press, word has arrived that all sugars have advanced 10c per 100 lbs. Quotations on market pages should be read 10c higher.

Carraway Seeds and Coriander Advance

SPICES.—Carraway seed has advanced 4c per pound in the local market. There is a bullish movement under way due to the reported tax that the Dutch government is said to contemplate. The basis for these rumors seems to be pretty well founded and the seed in the primary market has maintained its somewhat phenomenal advance. Locally it is now selling at 35c per pound, with a firmness at that price. Coriander seed has advanced 2c per pound. There is a shortage reported in the producing area in Morocco in the Northern part of Africa. Peppers have advanced ½c in the primary market but these prices will not affect the local market for some time in the future. The demand for pickling spices of all kinds has been good this fall, quite up to that of former years.

Allspice		0 18
Cassia		0 32
Cinnamon		0 60
Cayenne		0 35
Cloves		0 35
Ginger		0 30
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Nutmegs, selects, whole		0 40
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 35
Cream of tartar		0 51

Figs Are Having Big Run This Year

DRIED FRUITS.—Figs have every prospect of being the most popular dried fruit this year. They are about the only cheap line to be had, the retail price will in all probability be around 10c per pound. This will be about the only 10-cent line on the market. Currants will have to sell from 20c to 25c per pound. Apricots are so high in price that they are not interesting Canadian buyers at all and very few have been sold. Peaches are in about the same position. Raisins are also high in price. Currants advance almost daily in price. During the past ten days no less than four one-shilling advances have taken place. They are now selling at 60 shillings per 112 pounds. Formerly 20 shillings was considered a high price. Prunes are running to three large sizes this year and in consequence the smaller varieties are higher in price. Golden dates are out of stock. Most stocks of dried fruits are running low.

Apples, evaporated, per lb.	0 09	0 10
Apricots -		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 21
Orange	0 20	0 21
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 16½	0 18
Patras, per lb.	0 17	0 19
Vostizzas, choice	0 17½	0 20
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes	....	0 13
40-60s, 25 lb. boxes	....	0 11
90-100s, 50-lb. boxes	....	0 07½
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 08½	0 09
Stds., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09¼	0 09¾
Extra choice, 25 lbs., faced	0 10¼	0 10¾
Fancy, 25 lbs., faced	0 10¾	0 11
Raisins—		
Valencia, Cal.	0 07¾	0 08½
Seeded, fancy, 1 lb. packets	0 10¼	0 10½
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets	....	0 14

Imported Canned Goods to Set Prices

CANNED GOODS.—It is expected that considerable quantities of canned goods will have to be imported from the United States this year in order to

meet the needs of Canadian consumers. This is a condition that is new in the canned goods trade. Dealers assert that this factor of the imported goods will fix the prices for all canned goods in this country. What that will be remains to be seen. Crops have not been large in the United States and firm prices are expected to prevail there. Prices on canned tomatoes are expected to be named in the near future. There is no sockeye salmon to be had at present prices. Stocks are all taken some time ago. Corn has advanced for fancy grades 15c per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 90
½ flats, cases 8 doz., per doz.	1 75 2 00
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. talls	1 15
Pinks, 1 lb. talls	1 35
Pinks, ½-lb. tins	0 75 0 85
Cohoes, 1-lb. talls	2 15
Red Springs, 1-lb. talls	2 00
Canned Vegetables—	
Tomatoes, 3's	1 45
Peas, standards	1 25
Early June peas	1 45
Corn, fancy, doz.	1 35
Corn, 2's, doz.	1 25
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50

Shelled Almonds Have Advanced 5c. Per Pound

NUTS.—Stocks of all nuts are low at the present time. The new goods have not yet commenced to arrive. Shelled almonds have advanced from 1c to 5c per pound by various wholesalers. All nuts are high in price and little relief is looked for.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell		0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 42
Almonds, shelled	0 41	0 45

Foreign Beans Will be Factor in Price

BEANS.—A condition that is new in the bean situation this year is the importation of larger quantities of foreign beans from Manchuria and India. Dealers here have anticipated a large demand this year, and have tapped these sources of supply for the first time. Several large orders in carload lots have been ordered, and will be in the market to relieve the stress on the local bean crop. Reports from the farming districts state that the crop in Ontario will be fairly good this year, although threshing has not yet started generally, and it is a little early to state the exact condition. In some sections damage was recently reported by frost. Michigan beans are reported a fairly good crop this year, but they will not be a factor in fixing the Ontario bean price so much as the Manchurian and Rangoon beans that will be brought in. Even though there is a poor crop in Ontario this year, the condition here will not be as important a factor this year as it has been in times past. The Manchurian and Indian beans require a little more soaking than the Ontario beans, but are of fine quality when well prepared. They will sell to the retail trade at $4.75 to $5 for the choice hand-picked variety.

Demand for Rice and Tapioca is Good

RICE AND TAPIOCA.—Wholesalers report a good demand for rice and tapioca when goods that are now in transit reach the local market. Rangoon rice is slightly firmer in price, being now quoted at $4.38 to $4.50 per 100 pounds.

Rangoon B, per 100 lbs.	4 30	4 50
Packing rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

Supply of Peaches Drawing Near End

FRUIT. — With grapes somewhat damaged by recent frosts and peaches drawing near to the end of the season, the fruit reaching the market has been rather meagre in quantity. Prices are a trifle higher, as the slim end of the season is on. There are some white peaches in quantities that are selling at 25c to 30c per 11-quart basket. The color is against this class of fruit and buyers are not as eager. The price is attractive, however. Duchess apples and astrachans are now off the market. Cranberries are selling as low as $9 per barrel, with half barrels of 50 quarts at $5. The quality of these berries is considered good. Verdilli lemons are easier in price and are selling all the way from $4.50 to $6.50 per case. There are very few California lemons asked for these days when the Italian fruit is on the market in good quantities. A few Bartlett pears are reaching the market, being quoted at 75c per 11 quarts. Some of the later varieties of apples, such as the St. Lawrence, are selling at 25c to 50c for the 11-quart basket. The first of the Italian prune plums from California are now in, the price quoted being $1.75 for 24-lb. crate.

Apples, basket	0 25	0 50
Bananas, bunch	1 75	2 25
Cranberries, bbl.		9 00
Oranges—		
Oranges, late Valencias, case	4 00	6 00
Grapes, Cal., Case	2 25	2 50
Ontario, 6 qt.	0 15	0 20
Lemons, Verdelli, case	4 00	6 50
California, 126's		6 50
360's 300's		6 50
Pears, boxes	2 00	4 00
Canadian, 6 qt. bkt	0 15	0 25
11 qt. bkt.	0 30	0 75
Peaches, Elbertas, 11 qt.	0 50	0 75
White, 11-qt.	0 25	0 30
Smock's yellow, 11 qt.	0 30	0 40
Plums—		
Bradshaws, Lombards, 11-qt.	0 50	0 75
Green Gage, 11-qt.	0 50	0 75
Prune plums, Cal., 4 basket		1 35

British Columbia Celery Reaches East

VEGETABLES.—Some very fine celery from the Okanagan Valley in British Columbia reached the Toronto market for the first time this week. It is of exceptionally good quality and is selling at $2 and $2.25 for cases of four-dozen. Small gherkin cucumbers are nearly off the market. Green tomatoes for pickling are in the market and are quoted at 25c per 11-quart basket. Green peppers are about done. Those that are left are selling from $1.65 to $1.75 per sack of 90 pounds. New Jersey sweet potatoes are easier in price by 25c per hamper and are now quoted at $2. Ontario potatoes are not yet in the market in any quantity. The first mushrooms of the season from New York State, are quoted as $2 per 6-qt. basket. Citrons, the first of the season, are selling at $1 to $1.25 per dozen. They are somewhat scarce as yet. Vegetables on the whole are in poor supply.

Citron, doz.	1 50	1 25
Celery, Canadian, dozen	0 20	0 30
Corn, doz.	0 10	0 20
Celery, B.C., 4 doz. case	2 00	2 25
Mushrooms, 6 qt.		2 00
Onions—		
Spanish, crate 120 lbs.	4 00	4 50
Silver skin, pickling, 11-qt.	1 25	2 00
Peppers, green, basket	0 75	1 00
Red, 11-qt.		1 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	1 65	1 75
Sweet, New Jersey, hamper		2 00
Ontario, 90-lb. bag		2 00
Turnips, 11 qt. bskt		0 40
Tomatoes, Canadian, 11 qt. basket	0 30	0 60
6 qt. basket		0 25
Green, 11 qt.		0 25
Watercress, 11-qt.		0 75
Parsley, 11-qt.		0 50
Vegetable marrow, 11-qt.	0 20	0 50

Western Salmon; Halibut Scarce

FISH.—There has been a dearth of western salmon and halibut on the local market during the past week. This has been due to the fact that packers situated along the western rivers have been corralling all available supplies they can get their hands on. With the high prices for canned salmon, packers are prepared to pay up well for the fish to the fishermen. In consequence, they have been getting the fish. On the local market, salmon advanced 1c per pound. The supplies of whitefish and salmon trout have been fairly good during the week, with prices holding firm at recent quotations. There are considerable quantities of New Brunswick flounders in the market at the present time, which are selling at 8c per pound. The supplies of whitefish and trout are keeping pace with the needs. Oysters are reaching the market in fair quantities with the quality of the commodity better than normal. Fillet haddies have also advanced 1c per pound.

SMOKED FISH.

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 13
Digby herring, box	1 00
Smoked boneless herring, 10 lb. box	1 25

SHRIMPS, LOBSTERS.

Lobsters, medium and large, per lb.	0 50
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60

FRESH SEA FISH.

Halibut	0 16
Haddock, fancy, express, lb.	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders, Maritimes	0 18
New York	6 16
Salmon, Western	0 17

FRESH LAKE FISH	
Pike, lb.	0 08
Whitefish, lb.	0 13
Herrings, lb.	0 07
Lake trout	0 12
Oysters—	
Standards, gal.	3 00
Selects, gal.	2 00

MANITOBA MARKETS

WINNIPEG, October 4.—It looks as though there is going to be plenty of money in Western Canada this year, despite the smaller crop. The farmer is getting almost twice as much money as he did a year ago. Last year for No. 1 Northern wheat he was paid 84c, this year he is getting 1.55, and prices are much higher than last year on all coarse grains. In districts where they have feed wheat, i.e. where the grade is as low as No. 6 or feed, the farmers will be able to market all this stuff at about the same price as he got last year for No. 1 Northern, i.e. about 84c. There are cases where he has received a higher price than this, even as much as a dollar per bushel. The only districts that are really bad are those which were cleaned out by hail.

There was consideraable surprise expressed last week by brokers and jobbers that the sugar market did not go up. There was sufficient indication that an advance would take place, and nobody will likely suffer for having bought, for the market is in a strong position.

While prices on new pack canned tomatoes and corn are not in yet, there is enough to indicate that prices will be much higher than they were a year ago. Corn is said to be selling to the retailer as low as 2.20. One jobber predicts a price of 3.25 on tomatoes for 2½'s, but this was only a guess on his part.

Sugar Unchanged, Did Not Advance

SUGAR.—To the surprise of everybody, sugar did not advance last week. It is reported that most Canadian refiners were willing to make the advance, but were held back because they were not unanimous. A refiner draws attention to the fact that if refined is not advanced now, when the market warrants higher prices, it will have to be held up later on when raws decline. In the face of a 1.38 advance in raws and a 50-75c advance in New York refined, there is no change in Canadian prices. Since market became firmer, there has been a large amount of sugar sold in Winnipeg.

	Per cwt. in sacks
Sugar, Eastern—	
Standard granulated	8 60
Extra ground or icing, boxes	8 85
Extra ground or icing, bbl.	8 55
Powdered, boxes	8 65
Powdered, bbl.	7 75
Hard lump (100-lb. cases)	8 95
Montreal yellow, bags	7 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 95
Barrels, 99 lbs., per cwt.	8 40
Bags, 99 lbs., per cwt.	8 40
Powdered, 5s	8 60
Powdered, 25s	8 85
Icing, barrels	8 60
Icing, 50s	8 80
Cut loaf, barrels	8 90
Cut loaf, 50s	9 10
Cut loaf, 25s	9 15
Sugar, British Columbia—	
Extra granulated sugar	8 00
Bar sugar, bbls.	8 45
Bar sugar, boxes, 50s	8 55
Icing sugar, bbls.	8 55
Icing sugar, boxes, 50s	8 85
H. P. lumps, 100-lb. cases	8 95
H. P. lumps, 25-lb. boxes	9 15
Yellow, in bags	7 60

Syrups Remain Unchanged, Corn Easier

SYRUPS.—No changes are reported in any line of syrup. Corn syrup should be easier, as corn is showing an easier tendency.

Corn Syrup—	
2s, per case 2 doz.	3 18
5s, per case, 1 doz.	3 53
10s, per case, ½ doz.	3 43
20s, per case, ½ doz.	3 42
½ barrels, cwt.	5 05
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, $2.35; 24 x 3 lb.	

Currants Firming Steadily, Prunes Scarce

DRIED FRUITS.—Evaporated apples are holding firm, but the trade here are inclined to await developments. New evaporated apples are expected to be ½c to ¾c higher. Sales here are being made around 8c. Prunes.—It looks as though there is going to be a shortage of small prunes this year, as the new crop is running to large sizes. Apricots—All Winnipeg jobbers seem to have bought, but in spite of large stocks held, there is not likely to be a dropping off in prices. Currants.—Market firming all the time, and reports of Greece entering the conflict do not have the effect of easing the market. Local houses are asking around 16-16½c for wet fresh cleaned Filiatras, while for 1 lb. pkg. Amalias 16¾c is asked.

Manchurian Beans Lower, Japs Higher

DRIED VEGETABLES.—Manchurian beans are now being offered here at 4.25, which is lower than was expected. This does not indicate that beans will be cheaper this year. It is hard to say what is going to happen, as harvesting will not take place for several weeks. Ashcrofts are expected to open around 5.00 per bushel when they arrive. Fancy Japs will likely be somewhat higher.

Beans—		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel		4 65
California Lima Beans		
80 lb. sacks		0 07½
Barley—		
Pot, per sack, 98 lbs.		3 20
Pearl, per sack, 98 lbs.		4 30
Peas—		
Split peas, sack., 98 lbs.	5 50	5 75
Whole peas, bushel		3 30

Cheaper Tapioca on the Way

RICE.—The only change to take place recently in rice is a decline of ½c in extra fancy Californias, one house offering this at 8c in 100 lb. sacks. Tapioca is offered 8¼c to 8½c, and sago 8c to 8½c. Both these quotations are liable to be considerably lower as soon as the cheaper stuff arrives on the market. Some houses are asking higher prices, but there is a tendency on the part of jobbers to clean out their stocks at as low a figure as possible so as not to lose money when the cheaper tapioca arrives on the market.

Canned Goods to be Higher

CANNED GOODS.—Opening prices on new canned tomatoes and corn are not in yet, but the opinion of one wholesaler is that the trade will be quoted on tomatoes about 3.25 for 2½'s, whereas old pack is to-day selling for 2.95 to 3.10. Old corn is selling for 2.20, whereas it is costing 2.28 to-day, and the opening prices will be much higher. There is a big demand for old pack goods at these prices. Canned pears are practically off the market until the new pack arrives at the end of this month. It is expected that canned peaches will be higher. Gallon apples have advanced to 1.75 per case, and are going up due to expected shortage in Ontario.

Manitoba Potatoes Good; Fair Crop

FRUIT AND VEGETABLES.—There has been a fairly good crop of potatoes in Manitoba this year, although it is not large by any means. What there is, however, is of good quality. Local potatoes are bringing 65 to 75c in car lots. On account of the crop in Western Canada being short, it is expected that the supply here will be cleaned up from the East, and that prices will again be high. New apples are coming in from the West and from Quebec. McIntosh Reds opened at 2.50 for No. 1, 2.25 for No. 2, and 2.00 for No. 3. Wealthys opened at 2.25, 2.00, and 1.75. Alexanders are about the same price of the latter. Ontario Falls opened at 5.00-6.00. There are still some Hyslop crab scarce. Peas, corn and tomatoes are not only dearer, but there is likely to be a scarcity locally. Sugar remains firm. Flour is expected to go still higher. Some Christmas lines are now arriving.

(Continued on page 37).

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Saskatchewan Markets

FROM REGINA, BY WIRE

REGINA, SASK., OCT 4.—Several inches of snow fell throughout Saskatchewan Tuesday bringing harvesting to a standstill. A good brisk fall trade is reported from most sections. Harvesting has been delayed in some districts to a greater extent than others due to scarcity of labor. Crops are reported as better than had been expected.

Many price changes occurred during the week on the local markets. Flour has advanced to $9.10 barrel. Rolled oats have also advanced and 80's are quoted at $3.05. Tapioca and sago have advanced ¼c. Dairy butter is up to 30c. Lard has advanced 50c and 3's are quoted at $10.75. Eggs have also advanced, new laid now being 38c doz. Tomatoes 3's have advanced to $3.50 case. Bacon is quoted; backs 28c; sides 30c. Evaporated apricots have advanced ¾c to 19½c.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

ST. JOHN, N.B., OCT. 4.—Although Manitoba flour is quoted at $9.85 and Ontario at $9, the wheat market conditions indicate even higher prices. St John bakers advanced the price of bread to 10c per loaf on the first of October.

Ontario canned strawberries are now selling lower in New Brunswick than Ontario on account of excessive stocks on hand.

Bacon shows a higher range and is quoted; breakfast 24-25c; roll, 20- 21c. Butter has advanced further. Dairy is quoted 32c to 34c; creamery 36c-37c. New laid eggs are quoted 34 to 38c; case, 31c-32c. Lard is quoted 19¾-20c. Cheese 21½ to 22c. Cornmeal granulated, barrels has advanced to $6.75. Buck-wheat flour is off the market awaiting new crop. Rolled oats are now $7.25. Potatoes are still quoted at $2.50 but an advance is expected.

Lemons have dropped and Messina are now quoted $5 to $5.50. Currants have advanced to 18c. Cream of tartar is down and is quoted 39c to 42c. Rice is slightly firmer at 5c to 5¼c.

Although several advances on sugar have taken place across the border, prices locally remain stationary. The sugar situation has the whole trade guessing. Some firms are stocking up in anticipation of higher prices. Owing to the possibility of a short pack, canned tomatoes and corn are regarded as good purchases at present levels. New prices will be announced shortly. The bean situation is also being watched with interest .

Alberta Markets

FROM EDMONTON, BY WIRE.

EDMONTON, OCT. 3.—Business has shown steady improvement of late, and large orders are coming in from the country north of here. Flour has advanced another 10c to a basis of $8.75. Beans are now quoted at 7½c. Molasses steady at 76c gal. Rolled oats are firm at $3.05. Rice is quoted at $4.50; sago, 9c; tapioca, 10c. Sugar is firm at $8.55. Cheese is firmer and quoted at 21⅛c. Butter No. 1, dairy is quoted at 28c. Lard 3's is quoted at $10.20. Bacon backs are quoted at 25c; sides 26½c. Eggs, No. 1 are up to 35c; storage are quoted at $8 for thirty dozen case. Tomatoes 3's are quoted at $3.65 case. Other canned goods are quoted as follows: Corn, 2's, $2.50 case; peas, 2's, $2.50 case; apples, 3's, $1.85 case; strawberries, 2's; $5.50 case; raspberries, 2's, $5.50 case; peaches, 2's, $3.45 case; salmon, pink, $5.50 case; sockeye salmon is scarce.

Alberta Markets

FROM CALGARY, BY WIRE.

CALGARY, ALTA, Oct. 4.—A number of important changes have gone into effect this week. Lard has advanced ½c and 3's are now quoted at $10.50 case. Cheese has advanced and is quoted 23c-24c lb. Kraft paper has again moved upwards and is quoted locally at 11½c lb.

Sockeye salmon halves are hard to get here, and dried cod-fish is also very Nuts, mincemeat, currants, crystallized fruits, etc., are all moving upwards. Potatoes locally are a fair crop and are quoted 50 to 55c bushel.

MANITOBA MARKET REPORTS

(Continued from page 36.)

apples on the market at 2.25 case. Italian prunes are down to 1.50 in 4 baskets and 1.10 in peach baskets.

Fresh Fruits—	
Apples—	
Ontario Falls, No. 1	6 00
Ontario Falls, No. 2	5 00
McIntosh Red, No. 1	2 50
McIntosh Red, No. 2	2 25
Wealthys, No. 1	2 25
Wealthys, No. 2	2 00
Bananas, lb.	0 04½
Cantaloupes, crate	4 50
Grapefruit, case	9 00
Grapes, Tokays	2 25
Valencia oranges, case	6 00
California lemons	9 50
Peaches, crate	1 25
Crab apples, box	1 25
Prunes, Italian, 4 basket	1 50
Prunes, Italian, peach boxes	1 10
Vegetables—	
B.C. potatoes, new, lb.	0 01½
B.C. onions, 100-lb. crates	3 00
Spanish onions, case	1 75
Tomatoes, Ontario, 11-qt. basket	0 75

Better Supply of Fish; Cod Scarce

Winnipeg—

FISH AND POULTRY.—The supply of all kinds of fish is much better this week, with the notable exception of steak cod, which is very scarce, and will soon be off the market altogether. Pickerel is arriving in quantities now to warrant a cut in the high prices which have prevailed for so long. Fowl can now be secured at 21c, and roasting chicken at 26c.

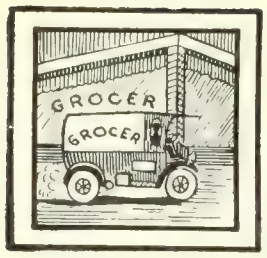
Fish—	
Fresh salmon	0 16
Fresh halibut	0 12
Lake Winnipeg whitefish	0 10
Fresh finnan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 12½
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 00
Pickerel, lb.	0 09

FLOUR AND CEREALS

Since the flour and cereal market report (elsewhere in this issue) was written, flour and rolled oats have advanced further at Winnipeg, making the price for first patents $9 and rolled oats, 80's, $2.75.

FLOUR UP ANOTHER 30c

While CANADIAN GROCER was on the press, another advance of 30c per barrel was registered in flour, making the price of first patents $9 50 in small lots and $9.30 in car lots, Toronto. Second patents are selling at $8.90 and $9 and strong bakers at $8.60 and $8.80. The steadily advancing price of wheat, caused by reports of damage to the crop in Argentine, is the cause.



FLOUR AND CEREALS

Flour Is Higher; Feeds Very Firm

Market Goes from Firm to Firmer, and Then Some Fall Demand Is Very Marked.

Montreal

FLOUR AND FEEDS.—Absolutely firm, and with prospects of still higher prices the flour market opened for the week forty cents higher than in the beginning of last week. The first twenty cent rise of last week has been followed by a second rise of twenty cents. At that the market steadied, but on Monday morning wheat was up another two cents, and prospects as regards flour were very firm indeed. Nor is there any slackening in demand which has been strong all summer and is ahead of all expectations even for the fall. Some millers have work in hand for the next three months without booking another order. Most millers are working on a smaller margin than usual, and as wheat rises the rise in the price of flour is inevitable also. Opinions as to prospects of wheat for the winter are all towards greater firmness. It is thought in wheat and flour circles, that even an immediate opening of the Dardanelles would produce only a passing and speculative movement in the prices of wheat as it is well known that nearly all the Russian wheat is far inland, and cannot be moved until next summer in any quantity, while the quality of the older crops is questioned, and the new crop of 1916 is known to have been a poor one. Prices of winter wheat had some ups and downs during the past week. Fancy patents experienced a lasting increase. Ninety per cent. settled down to firmness at the prices quoted last week. Feeds are still in as huge demand as ever, but prices for them remain much as last week shadings being here and there noticeable in the market, according to qualities.

	Per bbl.	of 2 bags
Manitoba Wheat Flour—		
First patents	....	9 10
Second patents	....	8 60
Strong bakers	....	8 40
	Car lots	Small lots
Winter Wheat Flour—		
Fancy patents	8 00	8 25
90 per cent., in wood	7 25	7 50
90 per cent., in bags	3 40	3 50
Bran, per ton	....	27 00
Shorts	....	29 00
Special middlings	31 00	35 00
Feed flour	38 00	40 00
Feed oats, per bushel	....	0 65

Cereals Firmer; Barley Goes Up

Montreal

CEREALS.—It is the opinion of some of the best known men in the trade that there may be a considerably increased demand for package cereals owing to the greatly increased trade in bulk goods, and the fact that rising prices for bulk goods are not always reflected immediately in the packet cereals. Firmer prices for certain packet goods in wheat are predicted by men in touch with the situation. That one line, now $3.45 per case may go to $4.25 is suggested in view of the very strong market and firm prices of wheat. Packet cereals are declared by their advocates to be better value to-day than bulk, and good buying at present prices. Barley went up ten cents this week, and is scarce. Peas and beans are none too plentiful, and firm priced.

Barley, pearl, 98 lbs.	....	4 85
Barley, pot, 98 lbs.	....	3 80
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 00	3 25
Cornmeal, yellow, 98 lbs.	....	2 95
Graham flour, 98 lbs.	4 20	4 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 70
Oatmeal, granulated, 98 lbs.	....	3 70
Peas, Canadian, boiling, bush.	....	3 00
Rolled oats, 90-lb. bags	3 20	3 50
Rolled wheat, 100 lb. bbls.	....	3 50
Rye flour, 98 lbs.	....	3 20
Whole wheat flour, 98 lbs.	3 90	4 15
Wheatlets, 98 lbs.	4 55	4 65

First Patents Now Selling at $9.20

Further Advance of 20c Per Barrel from That Recorded Last Week Makes New High Record in Flour Prices — Big Demand.

Toronto—

FLOUR.—A further advance of 20c per barrel over the price recorded in last issue now puts the price of first patents at $9.20 in small lots and $9 in car lots. With wheat at a high level for October cash of $1.63⅝ at Winnipeg there is a firmness in the flour market at the time of writing. All records for high prices in flour are now eclipsed and there is small possibility of relief in sight. In the face of the advancing price of flour there has been a big demand for the commodity. The store trade has been greatly stimulated due it is asserted in some quarters to the fact that the housewife has taken to baking her own bread in the face of increased price of the bakers' loaf. Large loaves of bread are now selling in most instances in this city at 16c per two-pound loaf. The big demand for flour has been stimulated to a certain extent also from the fact that the large bakers and users of flour have come to the conclusion that there is small possibility of seeing cheaper flour this year and have consequently stocked up. It is asserted in some quarters that bread has not yet advanced to a parity with the cost of flour in order to give the bakers a fair margin. Ontario winter wheat flour is very firm and at the time of writing there is strong probability that it will be advanced another 20c per barrel.

	Small lots. per bbl	Car lots. of 2 bags
Manitoba Wheat Flour—		
First patents	9 20	9 00
Second patents	8 70	8 56
Strong bakers	8 50	8 30
Ontario Winter Wheat Flour, 9 per cent.—		
High patents	7 80	....
Second patents	7 30	7 10

Cereals Have Been in Better Demand

Toronto

CEREALS.—There has been a better demand for cereals during the past week. Barley and peas will be a small crop and prices for these will be high. There has been an increase of 20c per bag in the price of oatmeal during the week. It is now selling at $3.58 to $3.85 per 98-lb. sack. Rolled oats on the other hand are selling at $3.15 to $3.25. Whole wheat flour and grained flour have also advanced, and are now selling at $4.15 to $4.35 per 98-lb. bag. Wheatlets are selling at $4.40 to $4.65.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98-lbs.	4 00	4 25
Beans, prime	5 00	5 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 85
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	3 57½	3 85
Oatmeal, granulated, 98 lbs.	3 57½	3 85
Peas, Canadian, boiling, bush.	....	3 00
Rolled oats, 98-lb. bags	3 15	3 25
Rolled wheat, 100 lb. bbls.	....	3 75
Rye flour, 98 lbs.	....	4 20
Whole wheat flour, 98 lbs.	4 15	4 35
Wheatlets, 98 lbs.	4 40	4 65

Mill Feeds Advance Another $1 Per Ton

Toronto

FEEDS.—All mill feeds advanced $ per ton during the past week with the possibility of prices holding firm. Bran, shorts, middlings and feed flour all par-

(Continued on page 41.)

Popular in Thousands *of* Canada's Homes

This new cereal food is recognized by Canada's best housekeepers as the most healthful breakfast cereal that can be used.

Tillson's "Scotch" Health Bran

should now be on display in your store.

Send for Window Display

We will send you prepaid a full window display for this popular health cereal on receipt of request.

State the Size of Your Window

Order a trial shipment from your wholesaler or direct.

Canadian Cereal and Flour Mills Company, Limited

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Live and Dressed Hogs Plentiful

Decrease in Price of Hogs, Live and Dressed, But Lard Firms Up a Little

Montreal

PROVISIONS. — Considerably increased supplies of hogs sent the prices for both live and dressed down in Montreal at the beginning of the week. The extent of the decrease was from 40c to 50c for live, and 50c for dressed. Live hogs were fetching $11.50 to $11.75 and dressed around $16.50. In provisions generally and pork products particularly, however, no marked changes took place, and certainly none downward. Lard, on the contrary, rose half a cent a pound, and shortening a quarter of a cent per pound.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17¾
Tubs, 60 lbs.	0 17¾	0 18
Pails	0 18¼	0 18½
Bricks, 1 lb., per lb.	0 19¼	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14¼	0 14½
Tubs, 50 lbs.	0 15½	0 15¾
Pails, 20 lbs., per lb.	0 14¾	0 15
Bricks, 1 lb., per lb.	0 15¾	0 16
Hogs—		
Dressed, abattoir killed		18 00
Live, F.O.B. Montreal off cars	11 65	11 75

BUTTER RISES BY TWO CENTS PER LB.

Montreal

BUTTER.—A 2c rise per pound on all grades of butter was the feature of the market for dairy produce at the beginning of this week. Butter continues in a very firm market, due to increased demand locally, great export activity, and continual inquiry for more for export. It is reported that at least one Montreal firm is feeling out the New York market with a view to large purchases there. Butter arrivals in Montreal for the week ending September 30th were 14,537 cases, as compared with 14,848 cases for the corresponding week last year.

Butter—		
Creamery prints		0 40½
Creamery solids		0 40
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lbs., in tubs	0 33	0 35

EGG PRICES FIRM, BUT UNCHANGED

Montreal—

EGGS.—Receipts of eggs in Montreal for the week ending September 30th were 26,933 cases, including all eggs for export via Montreal. Last year 16,775 came in for the corresponding week. More and more cold storage eggs are now being used. Receipts of eggs from the country are getting less and less all the time. Prices of eggs in the country are 32c f.o.b. for storage eggs, and as high as 40c less express is being paid for strictly new-laid eggs. Local demand for eggs is good. There is also considerable export inquiry. Egg prices in Montreal to the retailer are unchanged from last week.

Eggs—		
New laids, cartons	0 40	0 45
New laids, ex-cartons	0 40	0 42

CHEESE PRICES ARE VERY FIRM AGAIN

Montreal

CHEESE.—Selling at St. Hyacinthe Board on the last day of September at 21⅜c, cheese was declared to be in the firmest market known in the history of the cheese industry of Canada. At the beginning of the week in Montreal the market continued very firm. Receipts in the city were 73,953 cases, as against 58,491 of the previous year, an increase in supply fully justified by demand, which is very strong, especially for export. Government buying is said to be partly responsible for the high prices for cheese.

MARKET FOR HONEY FIRM AND UNCHANGED

Montreal

HONEY.—Prices are unchanged for honey for the present week in Montreal, the market being firm and demand quite good. Supplies of honey are coming in without any indication of shortage so far, though there has been a rumor that in some districts buckwheat honey is scarce owing to failure of the expected crop.

Honey—		
White clover, in tins, per lb.	0 10	0 11
Buckwheat, per lb.	0 08	0 09
White clover, in comb	0 14	0 15

MARKETS LOOK GOOD FOR POULTRY NOW

Montreal

POULTRY.—Deliveries of poultry in Montreal this week have been the heaviest seen so far this year. Demand, however, has been good, owing to the Jewish holidays. Dealers are preparing for another heavy delivery of poultry this week. Present prices for live poultry are considered very high, and are inducing many farmers to sell their poultry earlier than usual. There is still a great deal of complaint as to the quality of the birds. Poor thin birds are not worth shipping, as there is practically no sale for them, but it pays the farmer well to crate feed poultry for a couple of weeks, the prices realized being much higher.

Fowl—		
Chickens, milk-fed, crate fattened, lb.		0 18
Live fowls	0 12	0 16
Old roosters		0 12
Broilers	0 15	0 16
Roasting chickens		0 17
Young ducks		0 13
Live ducks, old		0 11
Turkeys (old toms, dressed), lb.		0 23

Live Hogs Drop $1 Per Hundred

Farmers Are Sending Larger Quantities to Market Now That Harvest Activities Are Over—Dressed Hogs Also Down $1 to $1.25 Per Hundred

Toronto—

PROVISIONS.—There has been a drop of approximately $1 per hundred on both live and dressed hogs during the past week. Now that farmers are able to turn their attention to shipping stock, larger quantities have been reaching the market, with the result that prices are easier. Consumption of cooked meats is falling off with the return of cooler weather, and this is having its effect on the demand for hogs. The price of all cooked meats remains the same, although there is an easier tone in the market. Dressed hogs, abattoir killed, are now selling at $16.75 to $17 per hundred, as compared with $18 last week. Live hogs are now selling at $11.65 off cars, as compared with $12.75 last week. Lard prices hold firm.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 36	0 37
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17¼	0 17½
Tubs, 60 lbs.	0 17½	0 17¾

Pails	0 18	0 18¼
Bricks, 1 lb., per lb.	0 18½	0 18¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14	0 14¼
Tubs	0 14¼	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14¾
Bricks, 1 lb., per lb.	0 15½	15¾
Hogs—		
Dressed, abattoir killed	16 75	17 00
Live, fed and watered	11 50	11 50
Live, off cars		11 65
Live, f.o.b.		10 90

BEST CREAMERY BUTTER ADVANCES ANOTHER 2c

Toronto—

BUTTER.—There is no relief in sight against higher prices in butter. During the past week a further advance of 2c per pound was recorded in the best creamery butter, making the quotations for prints now 40c to 41c. Other grades of butter have increased in a corresponding ratio. Large quantities of creamery butter are being exported. At the boards in Montreal some butter sold as high as 37½c per pound for creamery. Farmers have not the feed and milk is scarce. Coarse feed grains are a poor crop and there is small possibility that feed will be cheaper during the winter. Higher prices in butter are looked for.

Creamery, prints	0 39	0 41
Creamery, solids	0 37	0 38
Dairy prints, choice, lb.	0 35	0 36
Dairy prints, lb.	0 30	0 32

CHEESE PRICES ARE UP 1c PER POUND

Toronto

CHEESE.—A heavy demand for cheese continues. Buyers are in the market and are taking large quantities, presumably for export. In Eastern Ontario one buyer cleared the entire board of one factory at 21c per pound. Prices have advanced from ½c to 1c per pound during the week. With the drying up of the feed the same conditions are operating to send the price of cheese upward that prevail with respect to butter. Year-old cheese is practically all off the market now.

Cheese—		
Cheese, large, per lb.	0 21½	0 22½
New, twins, per lb.	0 22½	6 23
Triplets, per lb.		0 23
Stilton, per lb.		0 23½

EGGS REACHING MARKET IN SMALLER NUMBERS

Toronto

EGGS.—Supplies of eggs are reaching the market in fewer numbers than they were two weeks ago. Local dealers are at a loss to know whether it is the farmer or the local storekeeper who is holding up the supply. Prices for new laid eggs are high and people have taken to the storage eggs because they are 6c to 7c per dozen cheaper than the new laids.

Eggs—		
New laids, cartons	0 43	0 45
No. 1 storage, ex-cartons	0 35	0 36
Selects, extras	0 37	0 38

POULTRY PRICES ARE ALL DOWN 2c POUND

Toronto

POULTRY.—Producers of poultry have been anticipating the usual Thanksgiving rush for geese, ducks, turkeys, and chickens, and in consequence large supplies of poultry of all kinds have been reaching the market. There is a big stock of chickens and fowl of all kinds and prices have dropped 2c per pound during the week. Geese, ducks and turkeys hold firm at recent prices. With a plentiful supply of money in the country, dealers are looking forward to a good run on Thanksgiving fowl of all kinds.

	Live.	Dressed.
Spring broilers, 1½ to 2 lbs	0 19—0 20	0 26—0 28
Old fowl	0 15—0 16	0 18—0 20
Ducks, old	—0 11	—0 14
Ducks, young	—0 13	0 18—0 20
Turkeys, old Toms	—0 20	—0 25

LARGER QUANTITIES OF HONEY REACHING MARKET

Toronto

HONEY.—Larger quantities of honey are reaching the provision men. Producers show a little more disposition to let go their supplies, although much of the flow is still being held for higher prices. There is no inclination on the part of dealers to pay higher prices. Demand for honey is fairly good, with prices unchanged.

Honey—		
Clover, 5 and 10-lb. tins	0 11½	0 12½
60-lb. tins	0 11	0 11½
Comb, No. 1, doz.	2 40	2 75

HOGS WERE ON DECLINE, EGGS ADVANCED.

Winnipeg—

PRODUCE AND PROVISIONS. In sympathy with outside markets hogs were on the decline last week, and were being quoted at 11.40. Receipts were not very large, but were greater than they have been for two or three weeks. There was very little outside demand. Provision prices are unchanged, but both pure and compound lard have advanced, pure lard ¾c, and compound ¼c. The butter market is still firm; stocks are comparatively light, and the make rather small. The outside demand for butter is still good. Eggs have advanced again, and No. 1 candled are to-day being sold at 33c. Receipts from the country are practically nil, and it is only a matter of time when wholesalers will be compelled to go to their storage stocks. Cheese is quiet.

Hams—		
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 25½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure		
Tierces		0 16¾
Pails		3 47
Cases, 10s		10 50
Cases, 5s		10 65
Cases, 3s		10 80
Cartons		0 18¼
Lard, Compound		
Tierces		0 13½
Tubs, 50s, net		6 86
Pails, 20s, net		2 85
Butter—		
Fresh made creamery, No. 1 cartons		0 36
Creamery, No. 2		0 34
Best dairy		0 32
Regular dairy, in tubs		0 29
Cooking		0 26
Fresh Eggs—		
Extras in cartons		0 36
No. 1's, cases		0 33
Cheese—		
Ontario, large		0 23
Ontario, twins		0 23½

FLOUR AND CEREALS

(Continued from page .)

took of the advance. Ontario No. 2 oats also went up 2c per bushel and are now selling at 54c to 56c per bushel. There has been a big demand for all feeds. Some mills are three weeks behind with their orders in both shipments of flour and feed. Even the city deliveries are one week behind with one concern. This is almost an unheard of condition heretofore. With winter feeding soon to start there does not seem any likelihood of lower prices for these commodities.

		per ton
Mill Feeds—		
Bran	27 00	29 00
Shorts	29 00	
Special middlings	32 00	
Feed flour, per bag	38 00	46 00
Ontario oats, outside points	54 00	56 00

Improved Demand For Package Goods

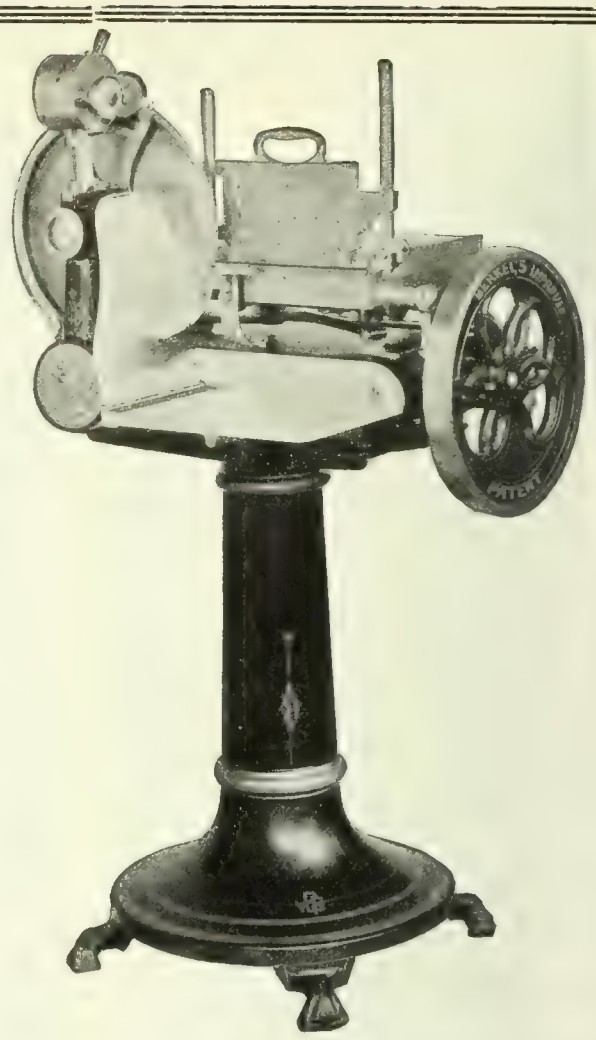
Reports from Quebec Firmed Up the Wheat Market.

Winnipeg

FLOUR AND CEREALS.—The market for first patents advanced to 8.60 last week, and during the week end there was every indication of a further advance unless deliveries of wheat improved. The wheat market continued to advance a little due largely to threshing operations being interfered with by wet weather. The opinion is that as soon as a larger volume of wheat commences to move, the price will ease off a little, although the general feeling seems to be that the decline will not be great. The report of Greece entering the European struggle had the effect of firming up the world's market a little. The mills are comencing to grind new wheat, and it is found that it is taking more wheat of the new crop to make a barrel of flour, which will tend to keep the price of flour firm. The demand for rolled oats is still considerably in excess of the supply, and prices last week took a jump of ten cents per 80 lbs. The sale of package rolled oats is picking up considerably, and millers are looking forward to big business in package goods. Cornmeal prices hold firm, but there are indications that it may be a little easier next month. The mills are finding it impossible to fill the demand for shorts and middlings, although the demand for bran has eased off. New prices being quoted are $24 for bran, and $26 for shorts and middlings.

Flour—	
Best patents	8 30
Bakers	7 80
Clears	7 10
XXXX	6 50
Cereals—	
Rolled oats, 80 lbs.	2 60
Rolled oats, pkgs., family size	3 90
Oatmeal, standard and grain, 98 lbs.	3 10
Cornmeal, 98 lbs.	3 00
Feeds—	
Bran, per ton	24 00
Shorts, ton	26 00
Middlings, ton	26 00
Mixed chop, ton	36 00

READ what John O. Carpenter, Grocer, Hamilton, Ont., says about the advantages of the meat slicer.



Reprinted from Canadian Grocer 11th August, 1916.

He has $1,500 worth of equipment—taking that as an approximate estimate and excluding from it anything in the way of counters or bins or like fixtures. Mr. Carpenter has two cash registers. He has a meat slicer.

A Time Saver

"It appeals to me like this," said he to CANADIAN GROCER, "undoubtedly equipment is a time saver. Take for instance the Meat Slicer. This provides me with a medium and my clerks with a medium, whereby we can treat the customer with absolute fairness and yet do justice to ourselves. In the old days when meat was sliced up by hand, a clerk who might be in a hurry, would give perhaps an ounce extra to the pound to a customer who was waiting. That ounce would do a great deal towards swelling up profit. If you calculate that you have three or four clerks serving meat by cutting it with a knife in a hurry and who are not able to bother with odds and ends, each of them consequently giving that ounce or half ounce over the just weight to each customer, at the end of the day you will find you have swallowed a good deal of your profit on meats. Modern equipment precludes all that. The machine, if handled properly can gauge correctly and speedily as the man cannot."

"Nor is that all. The regularity with which machines for cutting meats are able to cut up these lines, means that what the customer gets is cut regularly and with some shape and uniformity. In the old days the knife would cut a thick piece and then a thin piece and then a thick piece and then a thin piece, and so on. The meat slicer presents the meat in regular form. The slices are all thin and regular and appealing in their daintiness and uniformity."

THEN BUY A

VAN BERKEL PATENT MEAT SLICER

THE World's Best Meat Slicer increases your business and profits by bringing your cured meat business up-to-date. Write to-day for information on how to make more money from your cured meat department.

THE HOBART M|FG. COMPANY

149 CHURCH STREET TORONTO

How Many Customers Have You who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

If any advertisement interests you, tear it out now and place with letters to be answered.

Study the Advertisements in Our Fall and Winter Number

They will be full of Information that you can use in Selling.

THE Big Idea dominating this great number is Planning for Fall, Christmas and Winter Business.

The editorial pages will contain many carefully worked out Sales Plans that you can adopt with few changes. These will describe how to prepare for and carry out a sale in your cured meat department, for instance, but the editors cannot advise you, of course, to build your sale round Brown's Bacon or Smith's Lard.

You can make your selection of the most suitable brands to feature in your sales after making a study of the merits and selling advantages of the various lines offered by the manufacturers.

In making this selection the advertising pages of our Fall and Winter Number will be a great help to you. These pages will contain the announcements of nearly every manufacturer of grocery products whose lines are suitable for Fall and Winter selling. From the goods advertised in that number you can select the right ones to make your selling campaigns successful.

In another way you and your clerks can get practical benefit from a study of the advertisements in the Fall and Winter Number. Supposing you are planning a sale of teas and coffees. Read the tea and coffee advertisements and note the selling points given by the advertisers. These you can use in your own advertisements and in selling to your customers.

Refer to the advertising pages of the Fall and Winter Number continually and keep yourself posted on the selling points of the goods you handle. By doing this you can greatly increase your sales. Thorough knowledge of his goods is the dealer's greatest asset in selling.

The Fall and Winter Number will be issued on the 27th of October —only three weeks more. Thank you.

Advertising Department, CANADIAN GROCER.

Suggest Dr. Cassell's Tablets to every Grocery Customer

This proven remedy for all nerve disorders is a necessity in nearly every home in your community. Nearly every customer coming into your store is a good prospect where Dr. Cassell's tablets are concerned. You can easily realize 50 per cent. profit on the extra business acquired in this way.

To introduce this efficient nerve vitalizer to the Canadian public, we inaugurated a $60,000 newspaper advertising campaign which has built up a big demand for Dr. Cassell's.

Grocers everywhere are cashing in on this publicity. You can secure your share by sending a trial order to-day and bringing Dr. Cassell's before the notice of your customers.

Big sales are sure to follow.

DR. CASSELL'S MEDICINE CO., LTD.

Canadian Agents: Harold F. Ritchie Company, 10-14 McCaul St., Toronto

Make Your Cash Register Ring with the Sales of

Gold Standard

Pure Food Products

No better line of goods could fill your shelves—and no others sell so quickly, nor give such satisfaction to your customers. Gold Standard Products sell easily and stay sold—repeat orders come as a matter of course.

We have a proposition whereby you will find it very profitable to handle this line.

Ask us about it now.

The Codville Company, Limited

Brandon Moose Jaw Winnipeg Saskatoon
Medicine Hat Prince Albert

If any advertisement interests you, tear it out now and place with letters to be answered.

PURE FOOD is something that you are interested in selling every day. Now, you sell shoe polish too. Perhaps you look upon it only as a side line. Do you realize that it means just as much to you to sell a pure food **FOR LEATHER?**

Your customers want something that they can rely on and you want to sell them an article that you *know* is first-class and will give you a good margin of profit. Sell

"Nugget"
Shoe Polish

Let your customers know that you have it in stock.

Show cards and advertising matter sent free on request.

THE NUGGET POLISH CO.
LIMITED

9, 11 & 13 Davenport Road

TORONTO ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Your cold day sales of sea foods will be satisfactory if you sell

Brunswick Brand

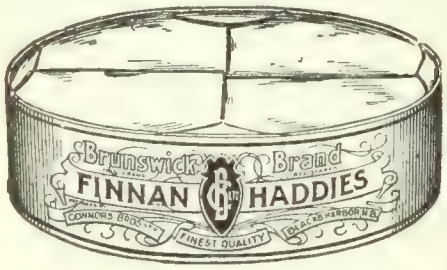
Brunswick Brand Sea Foods are proven big-sellers and profit-producers.

Our ideal location (we are right beside what is perhaps the best fishing ground in the Atlantic Coast) enables us to secure the pick of the Fisherman's catches. With modern equipment and scrupulous care these are processed and canned under conditions that guarantee a superior and appetizing flavor.

Make sure you have Brunswick Brand on your sales counter this coming winter.

Connors Bros., Limited

BLACK'S HARBOR N.B.



THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

	Screw Top Glass Jars 16 oz. glass 2 doz.case Per Doz.
Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 10
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.

TO-DAY EAT

Won the Grand Prize against all competitors at both California Expositions.

Write for Information.

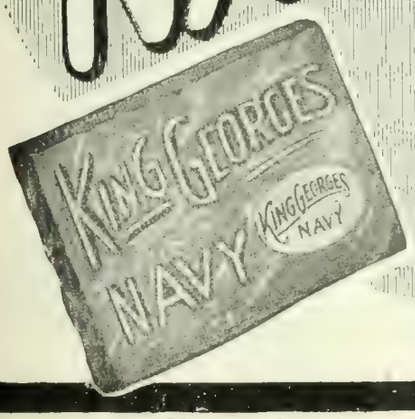
California Fruit Canners Association
SAN FRANCISCO

Why You Should Feature KING GEORGE'S NAVY

Fill the family tobacco requirements

A supply of KING GEORGE'S NAVY CHEWING TOBACCO will enable you to meet the demand for a real quality chew. Keep a little showcase display where the housewife will see it, and suggest "KING GEORGE'S" for the men folk when filling out the grocery order. You can attract the men folk themselves by displaying our attractive window advertising.

Begin now to push the sales of this popular "Chew." It's worth while.



Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Sterling BRAND

Products

—*the quality lines everybody asks for*

The demand for Sterling Products is ever-growing—a sure indication of the unstinted approval of every good Canadian housewife.

This profitable demand is built upon the unbeatable goodness, the delicious, good qualities of the Sterling line. The Sterling trade-mark has come to signify the acme of superiority; every Sterling Product is a leader in its line.

With a supply of these popular products displayed in window or on sales counter, you will realize the value of stocking lines that win the confidence of your customers. And no matter how hard to please your customers may be, don't hesitate to recommend Sterling Products — results will count in your favor.

Order your supply to-day.

T. A. Lytle Co., Limited

Sterling Road **Toronto**

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, $1.50; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.00.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.50.
Ox Tongues, tins, ½s, $3.50; 1s, $6.50; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 12c lb.
In 50 lb. Tubs, 12c lb.
In 85 lb. Tubs, 11½c.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 8 oz., $1.25; 12 oz., $1.90; 16 oz., $2.40; 1 gal. jars, $1.30; 5 gal. jars, $1.25 per gal.
Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.25; 12s, $9; 3s, flat, $1.75. Individuals, 70c doz.
Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.25; 12s, $9; 3s, flat, $1.75. Individuals, 70c doz.
Pork and Beans, Chili, 1s, 85c; 2s, tall, $1.40; 3s, flat, $1.75. Individuals, 70c doz.
Tomato Sauce, 1½s, $1.15; Chili Sauce, 1½s, $1.15; Plain Sauce, 1½s, $1.15.
Pork and Beans, 1½, Chili Sauce, $1.15 doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.
Clark's Chateau Chicken Soup, $1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14⅛
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED

Montreal. Agencies

BASIN-DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs. 8 00
Neptune 8 50
San Rival 9 00

VICHY LEMONADE
La Savoureuse, 50 btles. cs. 11 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs., 6 doz. pts., doz..... 1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
Club Soda, Trayders, cs., 6 doz., splits, doz..... 1 05

BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb..... 0 37
Princess Blend, 50 and 30-lb. tins, lb..... 0 34

JAPAN TEAS
H. L., ch. 90 lbs., lb. 0 25
Victoria, ch. 90 lbs., lb.... 0 25

COFFEES
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.....$3 10
Lemon, 2 dozen 1 55
Orange, 2 dozen 1 55
Raspberry, 2 dozen 1 55
Strawberry, 2 dozen 1 55
Chocolate, 2 dozen 1 55
Peach, 2 dozen 1 55
Cherry, 2 dozen 1 55
Vanilla, 2 dozen 1 55
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

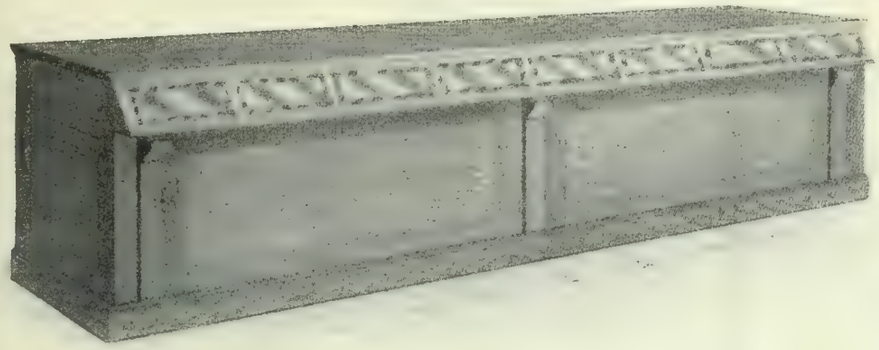
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .....$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice .....$	0 45	$ 0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder.....	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case...	4	4



The ARNETT Grocery Counter

The Arnett Grocery Counter

is a storehouse, a display case, and a practical counter to do business over all combined into one. It uses space now wasted; gives you more room for goods, saves your time, lets you wait on more people, and gives each customer better, cleaner, quicker service. Absolutely vermin, dirt and dust proof. It's a real asset, a money-maker that will pay for itself quick.

Send a post card now and find out how little one of these modern counters will cost you.

Thos. Lewis Arnett, Mfrs., Souris, Man.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

SELLS ON ITS MERITS

Real quality and real money in every package of Minto Tea

MINTO BROS., 284 Church St., TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto

You Can Save Money by Installing an

ELGIN NATIONAL COFFEE MILL

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.

WOODRUFF & EDWARDS CO.

ELGIN, ILL., U.S.A.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.06½
40 lbs., 1 lb. pkg., White Gloss	.07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.07½
100 lbs. kegs, No. 1 White.	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters	.08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.08½
100 lbs., kegs, Silver Gloss, large crystals	.07½
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.12½
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06¾

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.07¾

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) .....$	3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case .....$	3 00
2 lb. tins, 2 doz. in case...	3 00
5 lb. tins, 1 doz. in case...	3 40
10 lb. tins, ½ doz. in case.	3 30
20 lb. tins, ¼ doz. in case.	3 25
Barrels, about 700 lbs....	.04¼
Half bbls., about 350 lbs..	.04½
¼ bbls., about 175 lbs....	.04¾
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 38½ lbs.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....$	3 50
5 lb. tins, 1 doz. in case....	3 90
10 lb. tins, ½ doz. in case.	3 80
20 lb. tins, ¼ doz. in case.	3 75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case....$	3 80
5 lb. tins, 1 doz. in case....	4 45
10 lb. tins, ½ doz. in case....	4 15
20 lb. tins, ¼ doz. in case...	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can. .....$	4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

YUBA BRAND

2½ Can .....$	3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 85
Card Outfits, Black and Tan	2 25
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. ....$	0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN PEACHES

Crawford's and Elberta's

Cars Arriving Daily.

Quality very fine; prices at their lowest.

NOW is the time to buy.

LET US HAVE YOUR ORDERS

The House of Quality

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

Cranberries

Grape Fruit

Jamaica Oranges

Sweet Potatoes

Tokay Grapes

Fresh New Season's Goods Now Being Delivered.

WHITE & CO., LIMITED

Fancy Fruits and Vegetables

Toronto

Merchants Baler

MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

Fruits

Bananas

Lemons

Oranges

and also

All Early Vegetables

Lemon Bros.

OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed under

"St. Nicholas" Brand

J. J. McCabe

Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S COCOA—

"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.

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Some Brands cost more, some cost less, but none are equal to "VICTORIA" Spices for Quality Strength and Appearance

Assortment

Allspice
Cinnamon
Cloves
Ginger
Nutmegs
Paprika
Pastry Spice

Assortment

Black Pepper
White "
Cayenne "
Celery "
Celery Salt
Pickling Spice
Cream Tartar

¼-pound sifter top, lacquered tins,
Embossed labels in Gold and Blue.

1 gross assorted or one kind - - $10.80 gross
1 doz. assorted or one kind - - - 0.90 doz.

Our Special Offer:

5 gross assorted - - $10.80 gross

With fine quarter-oak counter cabinet free. Freight prepaid to all points in Ontario and Quebec.

Write us to-day for a sample, if you are not acquainted with these superior spices. Send us your order, if you are.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West MONTREAL

Our Service Department is always at your disposal for any information you may require on Coffee.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED AMBITIOUS SALESMAN FOR Importing and Confectioner's supply house. Good prospects. State experience, if any, and salary expected. Box 540, Canadian Grocer.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

POSITION WANTED

YOUNG MARRIED MAN, SEVEN YEARS' experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

MACLEAN NEWSPAPERS IN THE LEAD.

The Sixth Annual Report on Wholesale Prices in Canada has just been issued by the Dominion Government. The report is in book form and consists of 312 pages. In issuing a report of this kind, containing many thousands of quotations, all of which are open to the criticism of wholesalers throughout the Dominion, the Government authorities must of necessity, secure their information from the most reliable sources. The prices on various commodities are given in tables. Some of the tables contain as many as fifty-two prices. In all, there are 242 sets of tables. It is interesting to note that two MacLean newspapers, CANADIAN GROCER and HARDWARE AND METAL, head the list in the number of tables of prices given in the reports. The list of publications, with the number of tables they have contributed, is as follows:—

CANADIAN GROCER	60	*Sets*
HARDWARE AND METAL	49	"
Toronto Globe	37	"
The Canada Lumberman	13	"
The Trade Bulletin	12	"
Maritime Merchant	11	"
Grain Growers Guide	8	"
Can. Pharmaceutical Journal	8	"
Northwestern Miller	6	"
Montreal Gazette	6	"
Manitoba Free Press	5	"
Pulp and Paper Magazine	5	"
Engineering and Mining Journal	5	"
Le Prix Courant	3	"
Canadian Mining Journal	3	"
Canadian Farm	3	"
American Silk Journal	2	"
New York Journal of Commerce	2	"
Le Moniteur du Commerce	2	"
Census & Statistical Monthly	1	*Set*
The Weekly Sun	1	"

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

A Palatable Economy

Conditions in all lines of food products at this time lends itself admirably to the increased consumption of oysters.

In the first place most all food products are not only high but scarce. This particularly applies to meats and fish, not only the fresh product but the canned and cured.

The price of oysters has increased but not correspondingly with other products and with the exercise of a little progressiveness your volume of oyster business will increase and, in increasing your turnover, afford your purchasing more frequently, enabling you to supply fresher oysters which will contribute substantially to your prestige in the community if stock is properly handled.

The population of this Continent has shown a remarkable increase but the consumption of oysters has not increased in proportion. This fact is due to the methods employed.

For generations the accepted method has been to establish your price first—then water your oysters sufficiently to earn a profit. The result is that the consumer has come to regard oysters as a pretty sloppy proposition. Under such circumstances they appeal neither to the eye, the palate nor the intellect.

We have been harnessed too strongly to tradition and in this particular the ties of precedent must be broken and the product handled in a manner more conducive to its being accepted by the consumer in his regular diet.

Some dealers are striving hard to accomplish this but unfortunately many others are clinging to the old practice.

If another product is advanced in price the dealers' price is increased accordingly and we see no sane reason why the same treatment should not be accorded the oyster. Oysters are not only an economy—they are a palatable food.

CONNECTICUT OYSTER COMPANY, LTD.

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST., TORONTO, CAN.

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

FEATURING—FISH AND OYSTERS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, OCTOBER 13th, 1916 No. 41

OYSTER WEEK

November 6-11

If proper returns are to be realized from OYSTER WEEK, it is absolutely essential that the highest standard of quality possible be maintained.

The watering of oysters is not only legally and morally wrong. It is a commercial error, for the price is lowered accordingly, so the practice contributes nothing to your coffers. It robs the product of the best of its flavor, and deters the consumption. If the watering is eliminated the opposite effect will be experienced.

The retail price must be increased if a dry measure is to be sold. There is no place in Ontario, that the best Northern grown stock should be sold for less than 40c the pint, and a pint of oysters is ample for a family of six to make a meal of, if fried, stewed, or escalloped.

True, the added price will cause some discussion with the first purchase, but if the added efficiency is reasonably explained, the discussion is ended for all time, and the sale contributes a permanent benefit. The first purchase is determined largely by the eye, but the frequency of future purchases is dictated absolutely by the palate. This is not simply an opinion. We have gone into the matter thoroughly, and demonstrated the truth of this statement. It is increased consumption we are after, and we are willing to take our chances if we can get the product to the consumer in the best possible condition.

Be consistent, and handle only the best. If you find better oysters than ours buy them, even though you pay more for them, if they are better they are worth more. Remember enthusiasm is a real selling force, and it is born of confidence.

Description of window-trim for OYSTER WEEK appears on the back cover of this issue.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

FISH OF ALL KINDS

Fresh water, frozen and salted herring a specialty. Ask for prices now. Mot to: Price, Quality, Service.

J. BOWMAN AND CO

J. BOWMAN AND CO

A Scene from one of our Fishing Stations—A Day's Catch.

NOTE NEW ADDRESS:

J. BOWMAN & CO. WHOLESALE 66 JARVIS ST. **TORONTO**

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use--stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY--BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

Have you experienced the increased demand for the highest grade of **Fancy Groceries** we have?

September has been the heaviest trading month in our history. Our increase is your increase if you are trading with us.

Arrivals last week show many fancy lines.

Point Clear Shrimps
Royal Brand Grilled Mushrooms
Old French Wine Vinegar, in Casks
Prepared Grape Fruit, in Tins
Wisconsin Peas, delicious flavour
Komlet for Soups, nothing finer

Other lines which, used wisely, reduce the cost of living **are:—**

Highest grade Pure Cocoa in Bulk
Extra Milled Pure Peanut Butter
Garton's Cream Custard Powder

W. G. PATRICK & CO., LIMITED

51-53 Wellington Street West

WINNIPEG - **Toronto** - MONTREAL

When next you need Fish

Get in touch with the old reliable firm—

D. Hatton Company

MONTREAL

You will require more *Fish Foods* after the advent of National Fish Day, which will take place October 31st next. This date will also mark the passing of Friday as the only weekly fish day — after this there will be two days. The trade should note this and prepare for it.

Largest Receivers and Distributors of all kinds of fish in the Dominion

Ever since we first established business back in '74 our methods and our service have given unqualified satisfaction to the trade. Hence from a small beginning we have grown to be the **Largest Receivers and Distributors of all kinds of Fish in the Dominion.**

Remember we handle all food that is the product of ocean, lake and river.

REMEMBER—HATTON FOR SERVICE

D. Hatton Company

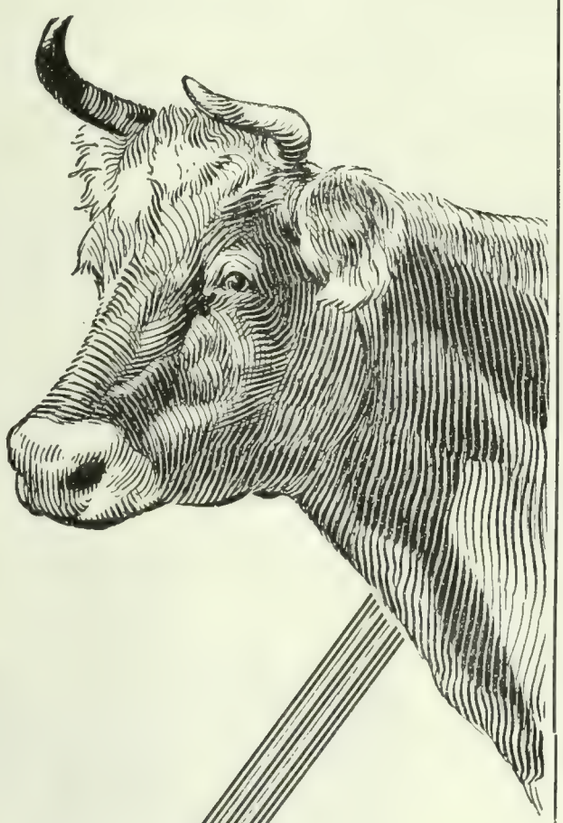
MONTREAL

Established 1874

If any advertisement interests you, tea r it out now and place with letters to be answered.

Borden Publicity

Influences New Customers



The consumer advertising campaign which is continually being carried on to bring Borden Milk Products before the notice of the buying public is bringing new customers to Borden dealers in every community.

And these customers come all ready to buy—they are already convinced. Hence the sale of Borden's is quick and profitable.

Your customers, too, have heard of the Borden Milk Products and a little window display of these delicious lines will convince you that the demand for Borden's is well worth catering to.

There is no worry, fuss or inconvenience whatever in the preparation of Borden Milk Products—a fact that makes them particularly good sellers during the hunting season.

Get up a display to-day drawing the hunter's attention to the advantage of packing Borden's before starting out. This suggestion will bring you results.

Borden Milk Company

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Do you sell it?

Made in Canada

ARE you profiting by the increasing demand for this delicious *Grape Juice with the Natural Concord Flavor?*

The delicate flavor which characterizes the E. D. Smith Grape Juice is constantly attracting more admirers to this ideal temperance drink. The advent of Prohibition gave added impetus to the demand for this popular E. D. Smith line, a fact that Grocers everywhere are reaping big benefits from.

E. D. Smith Grape Juice is just as economical as it is good—its strength and purity are such as to make dilution necessary when using.

It's a line that's worth a foremost place in your window displays. *It means Profit for you*—satisfaction *for your customers.*

Avoid disappointment. Order early.

Absolutely Pure

E. D. Smith *and* Son, Limited
WINONA, ONT.

AGENTS:—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B. C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Tell Your Customer About Simcoe Beans

Ask her to try Simcoe Baked Beans. The process of preparation is reduced to simply heating them. Perhaps one in a thousand can prepare home-baked beans to be as delicious and perfectly cooked as "Simcoe" beans, but the other 999 cannot and have their trouble for nothing.

Plain, or with Tomato Sauce, Chili Sauce or Pork.

Sell Simcoe Baked Beans! You will please your customer and insure "repeat" sales. You will also be a member in good standing of the "Made-in-Canada" Club.

DOMINION CANNERS LIMITED

HAMILTON :: :: CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Our reputation

—that quality reputation which extends from coast to coast, and which is constantly creating a bigger demand for

Brunswick Brand Sea Foods

is a direct result of the extreme care we exercise in selecting and processing only the very choicest of the fisherman's catches. Our location enables us to do this—we are right beside the fishing grounds at Passamoquoddy Bay, one of the very best locations on the Atlantic Coast.

AN up-to-the-minute equipment makes it easy for us to preserve the sweet, natural ocean flavor — something that tickles the taste of the most discriminating. To this delicious goodness is due the repeat sales which are everywhere a feature of Brunswick Brand Sea Foods.

JUST prove to your own satisfaction what real profit-makers these delicious sea foods really are. A few samples displayed in your window or on your counter will suggest the first sale. The rest is easy.

Order to-day. Here's the Brunswick Brand list.

¼ Oil Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams

Connors Brothers
Limited
BLACK'S HARBOR, N.B.

Clark's Spaghetti

with Tomato Sauce and Cheese

is one of the most popular dishes with the

CANADIAN PUBLIC

To-day

Get right in line for your share of the trade and

STOCK NOW

W. CLARK, LTD. *Clark's* **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Year Round Profits

are assured if you feature the well known and popular

Malcolm Milk Products

Sell a customer any of the Malcolm line and you are pretty sure of a repeat order.

Every Malcolm Product is entirely Canadian-made—hence, in pushing their sales you encourage home industry beside putting a handsome addition to your own profits.

THE MALCOLM CONDENSING CO.
Limited
ST. GEORGE ONTARIO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

GOLD DUST
A STEADY SELLER

You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

GIPSY

Stands Alone.

Order Gipsy Stove Gloss from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. L. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

A Reminder from the Old Country
Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

Only Thing of Its Kind

There is just one preparation made for the exclusive purpose of cleaning toilet bowls—

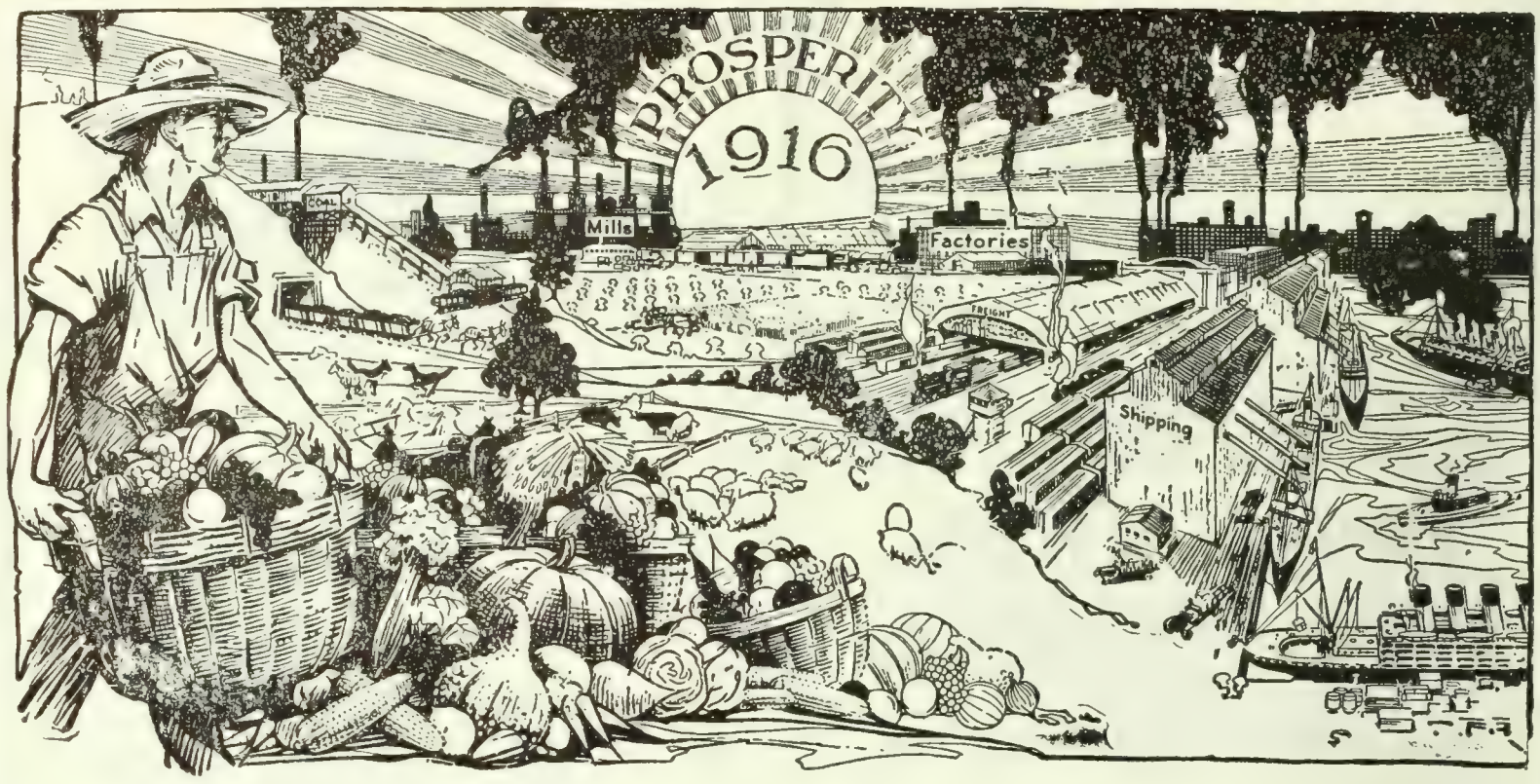
Sani-Flush

The sale grows rapidly because people see the need of something for this purpose. Ordinary methods mean hard, unpleasant work; and then they fail to clean thoroughly. ***Sani-Flush*** makes the bowl white as new and clears the trap. This insures a clean, odorless, sanitary bowl.

Are You Selling *Sani-Flush?*

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



Another Rich Harvest!

More Prosperity—More Money for Grocers

The great heart of the Canadian West is once more beating high—yet one more rich harvest is garnered in, with farm products at topmost prices.

Everywhere, factories are busier than ever, still working overtime.

Wages are higher—there is not enough labor to fulfil the demand.

Millions of dollars are passing freely across the merchants' counters.

Now, when the purse-strings are loosened you should be making more money than ever—

If you use up-to-date methods.

The complete new model National Cash Register will look after your profits efficiently, printing the amount and nature of each transaction on receipt or sales-slip.

Clerks are bound to record every transaction—neither they nor you will forget to charge for goods sold on credit.

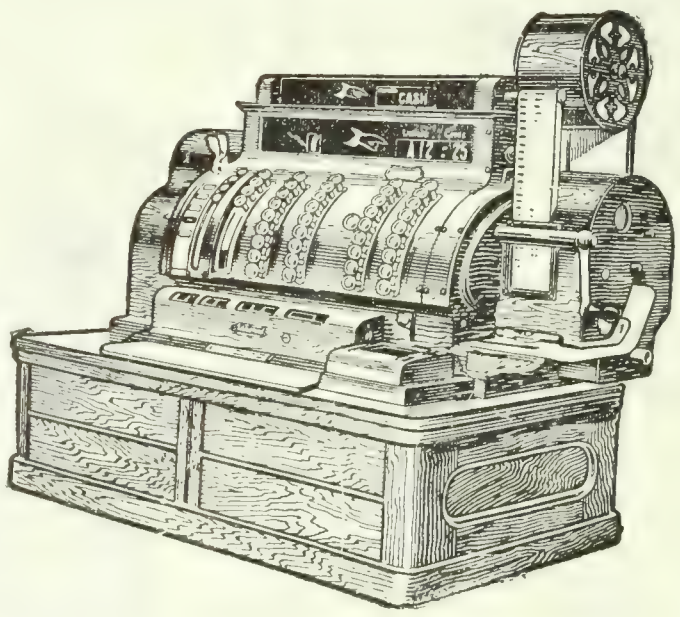
The unchangeable (coupon) printed receipt will build up customer-confidence. It affords valuable space for the advertising of your store and stops disputes.

Considering the cost it is the quickest, most reliable, cheapest servant procurable.

Yours should be ordered now for early delivery.

(Signed)

J. H. Patterson,
President.



The National Cash Register Company of Canada, Limited

CHRISTIE STREET TORONTO, ONTARIO

SIGN AND SEND THIS COUPON NOW

To the National Cash Register Company of Canada, Limited, Toronto, Ont.

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have —— salesmen in our store. We have a register —— years old. Principal lines of merchandise are:

.....

Firm name .....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Suppose—

There were no National Cash Registers!

"Familiarity breeds contempt" is true of persons, institutions—and public utilities. Picture the commercial world without the railroad. Think of the business world without the telephone and telegraph. And imagine the up-to-date grocery store without a National Cash Register! Then you realize what has carried you from the slow, cumbersome, wasteful methods of half a century ago.

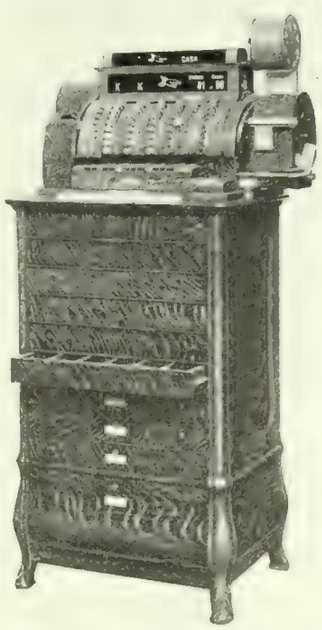
No Grocer Can Afford To Be Without This Automatic Book-keeper

The National Cash Register is an efficient, willing, tireless book-keeper that automatically attends to the handling of your cash.

"Stop Forgetting" is its message—it forces you to make an accurate record of every charge sale.

Much valuable time now wasted in making out receipts, keeping your account books square, you could better spend in attending to window displays and business that makes for additional profits.

There is one model specially designed to act as a book-keeper in a grocery store. Its costs will be readily paid for by the improvement in your credit business.



The receipt or sales-slip stops disputes, gives satisfaction, advertises cheaply and effectively.

Give a Cash Register Receipt to every customer. It will protect your money.

The National Cash Register Co. of Canada, Limited

Christie St. Toronto, Ont.

SIGN AND SEND THIS COUPON NOW

To the National Cash Register Company of Canada, Limited, Toronto, Ont.

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have ..... salesmen in our store. We have a register ..... years old. Principal lines of merchandise are:

.....

Firm name .....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Thousands of women have learned the convenience of KNOX ACIDULATED GELATINE No. 3 with its extra envelope of lemon flavor in the package. You'll find they'll buy it readily at all seasons because it saves money when fresh fruits are high in price, and saves time and trouble even when fresh fruits are cheap.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX CO., INC., - JOHNSTOWN, NEW YORK

Branch Factory: Montreal, Canada

No advance in the price of Matchless Ammonia Powder

We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."

"For Mother!"

You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat.

Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best* and *Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

This is the home of Royal Shield quality

The up-to-the-minute equipment of this factory, combined with the scrupulous supervision exercised in every department, is a dependable guarantee of superior quality, that incomparable Royal Shield quality which is building bigger business for grocers throughout the Dominion.

Royal Shield Products include Tea, Coffee, Cocoa, Spices, Baking Powder, Flavoring Extracts, etc. They are quick sellers, every one; the kind that will satisfy your most particular patrons.

Our prices are right, and we give you the kind of service that satisfies, quick delivery, individual attention. Get in touch with us now at our nearest house. Your smallest requirement will receive our best attention.

Note our Addresses:

CAMPBELL, WILSON & HORNE, Limited
Calgary, Lethbridge, Edmonton, Red Deer.

CAMPBELL, WILSON & MILLAR, Limited
Saskatoon.

CAMPBELL, WILSON & STRATHDEE, Limited
Regina and Swift Current.

CAMPBELL BROS. & WILSON, Limited
Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

IN MACLEAN'S MAGAZINE for October

you find more than just pleasant recreation: you read the kind of reading worth while. What you read in MACLEAN'S projects itself into your thinking, makes you know more about matters Canadian, broadens your understanding of vital questions of sectional or national concern. For example, in the October MACLEAN'S, you will be abundantly repaid for all time given to the reading of the following:

Ribbing Up the Liberal Party

By H. F. GADSBY

A story of inside developments in Canadian politics. This is one of a series of brilliant articles by an exceedingly well-informed Canadian journalist. In the November MACLEAN'S, Mr. Gadsby will write on the Conservative Party.

Is Permanent Peace Possible?

By STEPHEN LEACOCK

A consideration of the probabilities and possibilities of the future—and the conclusion may be rather disturbing to peace-loving visionaries. But the facts presented are hard and insistent.

The American Elections and the Great War

By AGNES C. LAUT

Miss Laut makes the claim that the German-American vote is going to Wilson. She deplores the fact that in the Middle West the influence of the Germans on public opinion has been so marked. An article of vigor and well-reasoned.

The First Woman Magistrate in Canada

A Character Sketch of "Janey Canuck"

Mrs. Arthur Murphy, of Edmonton, was appointed in June last Magistrate of Woman's Court and Commissioner of the Juvenile Court. This appointment is symptomatic of the progressive and unbound spirit of the West.

Amusing the Canadian Soldiers in Old London

An entertaining and attractively illustrated article on London's gaiety in war time, with special reference to the work of London's stage favorites done to amuse Canadian soldiers in London's playhouses.

The Man From Athabaska

By ROBERT W. SERVICE

A characteristically virile poem by the Canadian Kipling—written at the front. The story in stirring verse of an Athabascan trapper who joined the Foreign Legion, and his experiences and reflections in the trenches. Finely illustrated by C. W. Jefferys.

Review of Reviews Department

The cream of the world's magazine literature condensed for busy readers: The Allies of the Future—James Whitcomb Riley—Russian Hopes and Aims—Can Buying Make or Break a Business?—England's Declaration of Musical Independence—Germany's Troublesome Socialists—How Science Contributes to the Soldiers' Comfort—and other contents.

THE BUSINESS OUTLOOK

A survey of the present rampant prosperity, and the prospects of the future. A studious article based on information.

STORIES

—by Arthur Stringer, Arthur E. McFarlane, Hopkins Moorehouse, Mary E. Lowrey.

A POEM

—"In the Wheat"—by Robert J. C. Stead, a Western Canadian poet of rising fame.

THERE you have it! Is not the foregoing a literary menu of the finest for a Canadian business man seeking some profitable relaxation from the tension and fatigue of the day's work?

Note the Canadian character of MACLEAN'S. Every contributor named above is a Canadian. This is a MACLEAN'S policy: to build up a first-grade Canadian magazine carrying the work, writings and illustrations, of Canada's best sons and daughters.

SUBSCRIPTION PRICE—$1.50 PER YEAR

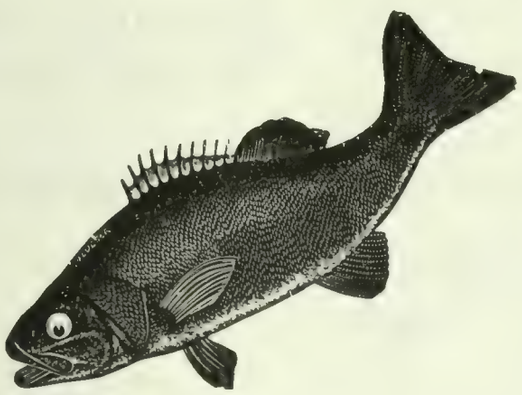
MACLEAN'S MAGAZINE for October

At Your Booksellers - - Fifteen Cents

Fish and Oysters

EVERY DAY IN THE YEAR

Cold Storage on the Premises



We are producers as well as handlers and can assure best quality and freshest stock.

We supply the most select oysters, bulk and shell; Malpecques, Cape Cods and Blue Points. Absolutely no water, ice, or other liquid is added, giving full weight, solid meats oysters.

Our large distribution guarantees stock being always fresh and pure. The service is such as to positively assure the retailer having a clean, fresh supply always on hand.

Our plant, the most modern and up-to-date fish warehouse in Canada, is equipped with all that goes to produce the "Quality" fish goods that create and maintain bigger business for the dealer.

Our stock is always complete, comprising oysters, haddies, kippers, fillets, bloaters and prepared fish of every variety. This stock contains nothing but the very choicest.

Get in touch with us if you appreciate quality goods and our unbeatable delivery service. Five long distance telephones are at your service.

Call us up to-day.

Leonard Brothers

20-26 YOUVILLE SQUARE - - MONTREAL

Branches at all principal fishing centres.

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Tartan Brand Products make satisfied customers

When we say we want none but satisfied customers, we mean it, hence we take particular pains regarding the quality of our goods.

That is why **Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts and Jelly Powder** are so popular with discriminating purchasers.

Once you begin to sell Tartan Brand Products you will find them always worth while. Why not begin to-day?

If you require fancy groceries, foreign or domestic, we can supply you. Mail orders promptly attended to.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

How Many Customers Have You who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Seton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

Quality alone will win you the approval and the confidence of the discriminating jam user. The selling record of Furnivall's is the most dependable guarantee that it is meeting the demand for a Canadian-made jam of superior quality.

Make that next jam order Furnivall's.

Furnivall-New, Limited

HAMILTON, CANADA

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal** W. S. Silcock. **St. John, N.B.** MacLaren Imperial Cheese Co. **Halifax, N.S.** MacLaren Imperial Cheese Co. **Sydney, N.S.**—A.E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

If any advertisement interests you, tear it out now and place with letters to be answered.

Any Grocer handling Japan Tea will tell you that it is always a dependable selling line, a favorite with the most discriminating tea user.

This is proof, if proof were needed, that it pays to push advertised quality. Our widespread consumer advertising, backed up by its own delicious goodness is constantly adding new admirers of this pure product of old Ceylon.

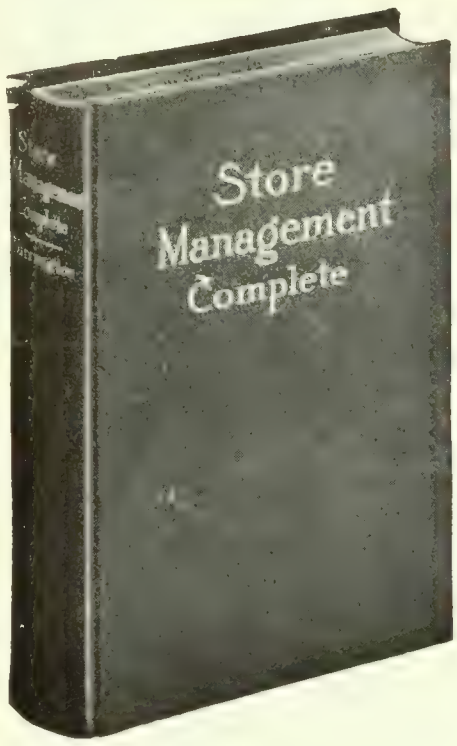
Build your tea business on the solid foundation of quality and value. Order a supply of Japan Tea to-day and recommend it to the hard-to-please housewife.

Japan Tea pleases particular people.

JAPAN TEA
Fresh from the land of cherry-blossoms, packed and exported under the control of the Japan Tea Growers Association which guarantees its purity and quality, Japan Tea reaches you in all its unadulterated strength, delicacy of flavor and delightful aroma.
ON SALE AT ALL GROCERS
The Japanese Government prohibits adulteration and coloring of Tea

One of the ads in our consumer advertising campaign.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a round-about way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

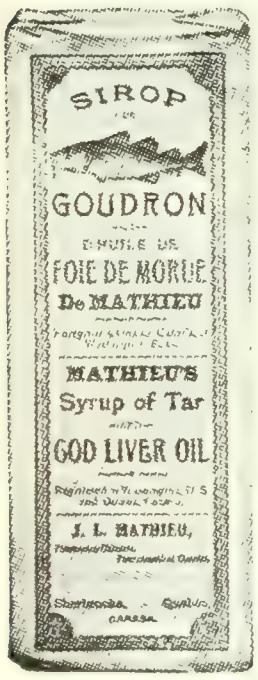
CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue TORONTO

Introduce every customer to

Mathieu's Syrup of Tar and Cod Liver Oil



With the coming of the cold, wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than

Mathieu's Syrup of Tar and Cod Liver Oil

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results. Feature this effective Cold breaker now.

Profits are good.

J. L. Mathieu Co., *Proprietors*
SHERBROOKE, QUE.

"The Premier Biscuit of Britain"

For more than a quarter of a century McVITIE & PRICE'S DIGESTIVE BISCUITS have steadily increased in popular favour. Quality is the first and last word in the manufacture of these Biscuits.

The finest English Wheatmeal, fresh Dairy Butter and pure Milk only are used.

The natural soluble phosphates of the grain are retained, and the Biscuits have a high nutritive value and delicious flavour.

The Children like

McVITIE & PRICE'S DIGESTIVE BISCUITS

McVitie & Price of Canada
LIMITED
MONTREAL, P.Q.

There is genuine satisfaction in knowing that you are sending your customers the best in any line.

Take tea, for instance, an article used three times a day in most homes. You know Red Rose Tea is the best in its line, combining as it does the finest Indian teas, especially the rich Assam teas of Northern India with the finer Ceylon teas, giving that body that is so lacking in other teas and holding that rich, full flavor that consumers appreciate so much. Why take chances with your customers when you know Red Rose Tea will suit them.

Red Rose Tea

"is good tea"

The Oversea Export Co., Limited
Norway

NORWEGIAN SARDINES

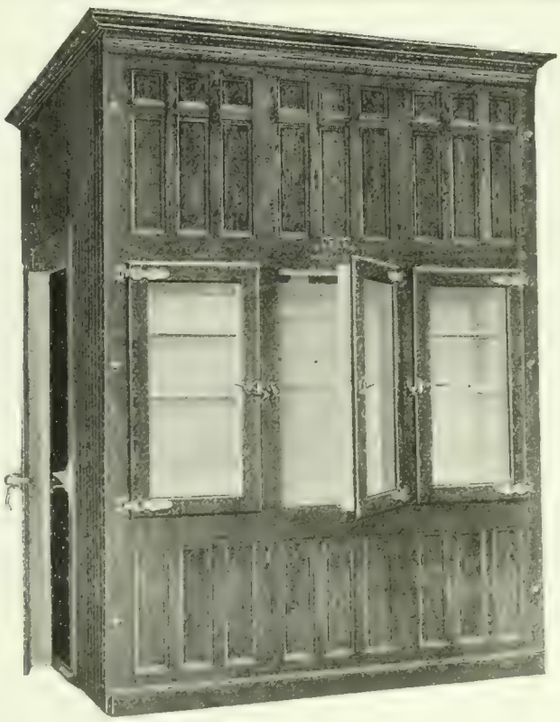
IN PURE OLIVE OIL

SPECIAL BRANDS to suit individual buyers.

Place your orders now for early fall shipments. Full particulars and prices from the

Sole Agents:

Stewart Menzies & Co.
70 Lombard St., TORONTO



There is only one refrigerator

to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910, 1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

The best advertising your business can have is that which comes through satisfied customers. When you sell them

Robinson's "Patent" Groats
AND
Robinson's "Patent" Barley

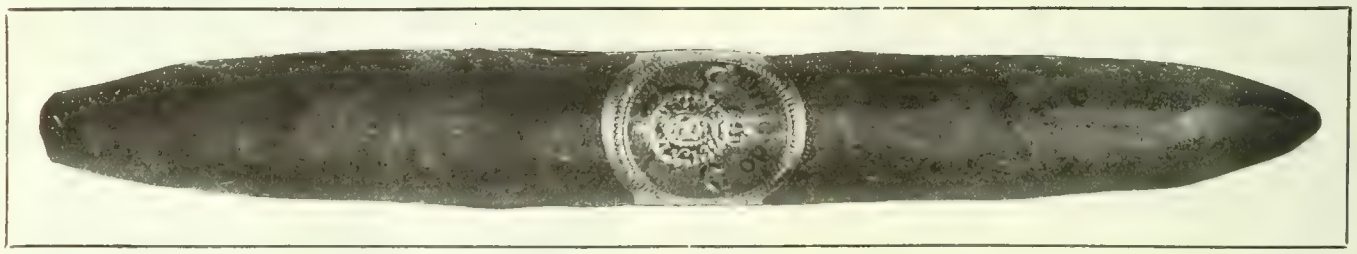
you *more* than satisfy them, you give them quality and value that are absolutely unbeatable. More than that the satisfaction that these two world-famous cereals give will extend the housewife's confidence to other lines in your store. Keep a good supply always on hand.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

ORLANDO
(INVINCIBLE)



If you contemplate taking advantage of the no-license situation by adding cigars to your line, do not make the error of getting in wrong at the start. Be absolutely sure that you start with the right goods.

Webster's ORLANDO (Invincible) and Webster's Clear Havanas (in ten sizes), will start you right. Make us prove it.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, OCTOBER 13, 1916 No. 41

Speed Counts in Fish Selling

A Successful Fish Business in These Days Requires an Ever-Alert Buying Organization, Say Large Montreal Retailers—Above All is Needed Celerity and Cleanliness

CANADA'S National Fish Day has been fixed for October 31, and there is a great movement in progress throughout the Dominion, originating with the Canadian Fisheries Association, towards having Tuesday as well as Friday of each week emphasized as a day for the consumption of fish foods in Canada.

That fish as an article of food is far too little known and far too lightly favored by Canadians in general is certain. Yet in point of value as nourishment in comparison with some other foods, fish is less costly, and more digestible. Fish foods would be even cheaper, says an authority, were the demand for them greater. Canada's coastal waters, lakes, and rivers, are teeming with many varieties of eminently edible fish. Some 66,000 fishermen are annually engaged in the industry, and close on $35,000,000 is the amount representative of the value of their production each year. With the increasing demand for fish foods due to the increasing cost of meat and other articles of diet, this production may yet become even greater. Fish foods, too, have increased in cost to the consumer, but the nutritive value of fish overbalances this increased cost.

Haddock and cod have not increased greatly in price though halibut and salmon have. But there are countless varieties of first rate food-fishes on the market which are quite low priced as compared with other foods.

One firm in Montreal which has been over 65 years in the fish business, one day recently enumerated the list of fish foods that day in stock, and made it at least 87. That was J. T. O'Connor, St. Antoine Market. In a talk with Mr. O'Connor, CANADIAN GROCER noted the fact, and learned much in relation to the effective handling of a fish business.

Almy's Fish Dept., Montreal, showing cases behind the counter for storing supply of fish, for immediate use, in crushed ice

"Speed in securing supply, speed and scrupulous cleanliness in handling the goods, speed, and above all, appetising quality in delivering the goods to the consumer; these are some of the secrets of success in the fish business and amongst the most important of these is speed," was his claim.

Do you know that Henry Gatehouse & Son, another great fish firm of Montreal, never do business in fish buying except by telegraph and telephone? That is the case, and shows the importance they attach to speed in securing supplies of fish. Wholesale fish buyers have to be in touch with the boats as the boats touch the wharves, and in contact with the wholesale demand for fish before the catch is swung out of the boats' holds. With wireless communication now to the fishing fleets, catches can be sold before the boats reach port. The day of the sailing boat is about over in the fisheries business. Steam trawlers and perfection of ice and cold storage systems notwithstanding, time is still the all-important element in the fish trade.

At the J. T. O'Connor store, orders pour in by telephone; deliveries speed out to every district served. Not a second of time is lost. Similarly with the Henry Gatehouse establishment, which sends out deliveries every two hours, and besides them a host of special deliveries, and even then has to admit with regret that customers' phone for fish "forgets" of the morning's shopping at odd hours in between deliveries!

Some Important Rules

Now, in serving the consumer so as to give satisfaction, to educate and cultivate consumption of fish foods, and to ensure steadily increasing demand, the experience of the greatest fish supplying establishments in all towards certain great principles. Perfection of cleanliness in exposing the fish for sale, and in storing supplies is one gerat principle.

"Never expose for sale, never be tempted to hand across the counter or place on the delivery shelves one single ounce of fish that will not stand the test as regards quality, freshness, and cleanliness." On that principle alone success might be based in the fish business, according to retail authorities. On that principle alone success has been based, but the factors of speed in delivery, and of appetising appeal to the customer to stimulate demand have also to be included in an up-to-date fish selling campaign.

One of the very appetising fish departments of Montreal's retail district is that of Almy's. It is managed by Mr. Latremoille, who takes a pride in the daintiness and delicacy of taste shown in the displaying of fish, as well as in the excellence of the quality of the goods he sells. Behind glass, garnished with crisp, inviting bunches of parsley, are displayed the fish in splendid variety. Right behind the counter display there are the storage cases for stock for immediate handling, every fish encased in sparkling cracked ice, every case as clean as a new silver plate.

In storing fish under the cool air system the cold storage chambers are kept at a steady cool temperature by a busy freezing plant. A temperature of about 35 to 38 degrees is maintained, not absolute freezing, as will be noticed, in all the great fish supply establishments, all of which, of course, feature the cold storage system. Almy's, however, rely more upon the ice packing method than upon the cool air system for fish, and use ice by the ton and more per day. Splendid circulation of light and air is a feature in fish selling by retail. It is impossible to make the odors of fish ambrosial; next best thing is to eliminate all odors as far as possible, and keep everything bright and airy about the business.

In packing up fish for delivery to the customer across the counter or for sending out by carrier, the kind of packing is extremely important if business is to be satisfied and encouraged. Crushed ice is used in sending profitably large boxed orders out to a distance, and ice chambered wagons help appetising service of smaller orders in large cities. But even the small retailer can serve his customers with fish neatly wrapped in clean parchment paper, garnished with a touch of parsley—given free—and again wrapped in substantial waxed wrapping paper. Almy's feature that method of packing with success.

The great store of Stanford's goes as far as packing fish orders in a special pressed paper container such as is used for high-class fruit service, and again such care is found profitable in the fish business. The use of old newspapers in packing up fish for delivery to consumers is largely responsible for the poor system in which fish as a food is held in some extensive districts and cities of Canada.

Too Little Advertised

Fish as an article of diet is far too little advertised. That is the opinion of most men in the fish business to-day, and this defect in the business organization of the whole fish trade of the Dominion is likely to be remedied before long. But some fish supply firms advertise steadily, and endeavor by their advertisements to call customers' attention to the variety of their stocks, or to suggest fish ideas for food preparation in the mind of the Lady of the House.

Henry Gatehouse & Son, through the efforts of the firm's principals and Mr. Collinge, who takes charge of their advertising, run a regular advertisement in the daily papers, and specialize in suggesting fish food ideas in the most appetising manner to customers. Sometimes they print a recipe for fish, sometimes their ads suggest simple variety, and emphasize simply service and quality as general features. Always the advertised world is backed up by the achieved deed. So a fish supply firm may prosper. Pictures are used in advertisements for fish, cuts suggestive of the selling principles of cleanliness, quality, and service, pictures of the appetite tickling type, charming housewives, or efficient looking chefs attending to inviting culinary operations in which fish figure prominently. Straight lists of fish supplies available, with prices, do good advertising work. But the whole art of advertising fish is still in its infancy. The field is virgin territory for the enterprising fish merchant to-day in almost any city in Canada.

Akin to advertising is the art of displaying fish to advantage in the store. There is a very real difficulty in the way of doing anything very elaborate in this line, and that is the fact that to display invitingly your best in fish is to sell it swiftly—as no doubt you desire to—but all the same it keeps a man busy re-building a specially inviting fish display for you simply to sell from the display, or lose the fish used in it. It is best to have a simple appetising form of display, as, for instance, dishes clean and white, with the fish laid upon them in small quantities with ice and green garnishings. Then it is easy to sell from the dishes, and to replace the fish sold with new and appetising fish as often as needed.

Avoid the slightest risk of odors, even ordinarily fresh fishy odors. An amusing but perfectly accurate opinion in regard to this aspect of the fish business was expressed to CANADIAN GROCER while the material for this article was being collected. The view expressed was put thus: "The discovery that's going to do most to encourage the greater consumption of fish as a food in Canada is the discovery of a way to cook fish without smell." In a city of small apartment dwellings, and housekeeping rooms, the remark was founded on very accurate fact indeed.

RAILWAY RESPONSIBLE

A railway is responsible for damages if a consignment of potatoes, sent over its line, are frost bitten during transit. This point was made clear in the judgment of Justice Maclennan, Monteral, in the case of Jean Pierre Mare versus the C.P.R. The court held that proof had been made that the heating appliance in the railway service broke down.

A Fine Opportunity in Fish This Year

The Market Situation—Little Change in Conditions and Prices of Smoked Fish and Oysters are Up a Little—New York Counts Missing—The Importance of Fish as a Food

WITH the advent of colder weather, now more or less here to stay, many dealers are swinging again into their fish trade. They have this winter an exceptionally fine opportunity for making good on handling fish, those who have had such a department in former years, while the man new to the game could not start in a more auspicious year. Meat is high in price and is not likely to be lower. Many people, therefore, are turning to fish. Moreover, the Government has done and is doing much by publicity to exploit to the fullest and best extent Canada's piscatorial resources. Unquestionably, there are many more people eating fish to-day than there were a year ago. Partially it is by education that this has been achieved; partially because people are coming to see that fish meals combine a maximum of nutriment with comparative cheapness.

For dealers handling fish, then, news as to conditions and prices governed by them is interesting at this time.

TROUT is very reasonably priced this fall. The fall run is now on, and October days are the time when the dealer can sell a lot of this delicious lake fish. Price is just about the same this year, and this is one line of fish which is fairly well supplied; stocks are heavy and conditions have been very propitious for providing the dealer with excellent quality trout and lots of it. Displays should be made right away. Now is the time for a Trout Campaign. There is a big hotel demand at this moment.

HALIBUT.—Western halibut is at present, and is likely to remain all winter, very dear. Stocks are light, and no relief can be expected. Compared to the demand supplies are slight and a firm market exists. This is largely the result of conditions earlier in the year. When the halibut should have been freezing, fishermen were out on strike at the Coast, several hundreds of them. No less than one hundred and fifty vessels were thus tied up at the very time when securing halibut was of prime importance. This cannot but leave a gap, which is reflected in the higher prices. Thus, Western halibut to-day is quoted at 16 cents a pound. A year ago at this time it was 10 cents. Retailers should watch the market closely and seek to buy advantageously, bearing in mind that it will not be likely they can secure halibut as cheap this year as last, and so informing their customers.

SALMON.—Salmon from the Pacific this year is turning out to be far less than that of 1915. This affects the price of fresh caught sea salmon, sending it upwards. Thus to-day it sells, like halibut, at 16 cents, where a year ago it was only 10 cents. Stocks are very light. War has taken so many men from fishing, as from every other industry, that the number of licenses applied for this year was away below that of last. Hence the number of fish caught is proportionately low, and the price high. It is supposed that this condition will obtain most of the winter, there being nothing in sight at present to suggest anything else. Western salmon is a line much in demand.

Canned salmon, too, will feel the effect of these same conditions. The 1916 season on the Columbia River has been very disappointing, and since May 1, most of the canneries have only worked half time. Packers say that, in most cases, packs have been only 40 per cent. this year of the usual, and in the case of Chinook, even, the pack will only be about 60 per cent. of 1914 pack, a very good one. It is thought that from 175,000 to 200,000 cases only will be packed this year. In 1915, nearly double that number were packed. This comes at the worst of times, really, because there is a very heavy demand for salmon for overseas. CANADIAN GROCER recently reported that Sir Richard McBride had arranged with the British Admiralty for the navy to have, as part of their rations, B. C. salmon. The boys in the trenches consume quite a lot, so that this year there will be a very lively demand, and this is the year when stores are comparatively slender. This is bound to create a firm and strong market with prices markedly upward.

EASTERN SALMON is largely sold in Montreal and Eastern points, and rarely bothers Toronto very much. This is to be about the same price as last year; if anything a trifle higher. Fishing at the Eastern coast, however, has not suffered from the difficulties which have been the lot of Westerners.

SMOKED FISH shows little change in prospect or prices. Colder weather has made demand somewhat brisker. Supplies remain adequate and prices are about the same as last year. There is a noticeably growing demand for smoked lines as the years pass. English and Scottish supplies, during the war, do not reach us to any extent, though one or two shipments of Scotch kippers did get across this year. Domestic lines, however, are about all that are to be had.

OYSTERS.—The oyster season is now in full swing, and oysters are a little dearer than last year, generally from 15 to 50 cents. Supplies which are now coming along better are rather lighter than last year, particularly in some special lines. However, up to now, this has been offset by the unsuitable weather, the taste of Indian summer which we have had for a few days mitigating against the sale of bivalves, and consequently producing an easy tone in the market. Colder weather from now on, however, will alter that and a firmer feeling will obtain. The demand from retailers as well as from hotels and restaurants, is sprucing up at this writing. Stock in Canada is not large. Missing this year are New York counts. They have been graded down a good deal and there are few of what were formerly New York counts. What there are sell at high levels. It is thought that present prices, already slightly ahead of 1915's, may be advanced later on. One oyster man did not definitely state this, but said he thought it probable. All over the continent stocks are not as heavy as last year. Chesapeake Bay, for instance, a well-known stamping ground for bivalves, is showing oysters with a blight. The Conservation Commission of the United States has been making an extensive survey and has found that about three million bushels of oysters have been blighted. As no spawn has been set for three years, next year, rather than this, oyster prices will likely be much higher; while this year, quality, in most lines good, is not so good in others, notably New York counts. Twenty per cent. of openers are not opening oysters this year. That, too, limits supplies. But the regular lines, outside New York counts, are running pretty well, and dealers will find prices only very slightly higher than last year.

In handling oysters it is well to remember that oysters must be kept in prime condition. It is better for a dealer not to handle them at all than to keep them till they are slightly off color. A dealer should get fresh stocks every week. Dealers should bring in a shipment every week and renew it at the end of that time; otherwise, he is far better off not handling oysters at all, since to sell oysters off-color is to get himself in wrong and create a prejudice against an excellent food.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

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GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited. 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. TORONTO, OCTOBER 13, 1916 No. 41

EDITORIALS IN BRIEF

BREAD rises these days without yeast.

* * *

DOUGH is self-raising. It is also price-raising.

* * *

COMMANDER of the U-53 which went tearing around outside the 3-mile limit of the American coast, damaging neutral vessels, is called Hans Rose. Call him what you will; "a rose by any other name . . . . ."

PROPER HANDLING OF OYSTERS

THESE are the days when oysters are being heavily consumed by all sections of the public, and the dealer who is handling them, provided he is doing so to the best advantage, should be reaping benefit. More people than ever are considering the bivalve as a food of real value and more approximating a necessity than a luxury. Thus, as years go on, the viewpoint of the public changes. The luxury that was is fast becoming a necessity.

Dealers who are commencing to handle oysters for the first time as well as those who have sold them in previous seasons should be careful to see that they are not "watered." No water should be allowed to surround them. The veriest little may be absorbed and spoil the flavor of the oyster. It has frequently happened, for instance, that a dealer would perhaps keep some ice with his oysters; the ice would melt and percolate the bivalves, detracting greatly from the flavor. Then the dealer perhaps received complaints from his customers as to flavor being "off," and, unaware of it, the dealer himself was to blame. Keep the oyster free from water, not only because it will spoil trade but, too, because there is a statute preventing watering of oysters, and an offender offends not only against his own chance of profitable handling, but also against the law.

THE TOMATO CROP

FURTHER advices seem to corroborate early impressions that the crop of tomatoes this year will be poor. All sections appear to be of one mind on the point. With the lateness of the season and the unusual smallness of early tomatoes, canners were looking for a heavier run later in the season. Frosts, however, earlier than usual in most years, have killed all unpicked tomatoes, and upset all the hopeful calculation of canners. Every tomato possible to be used is to be canned, and it is suggested that on this account quality may not be as high as one could wish. Meanwhile, the demand for canned tomatoes is heavier than ever, particularly for export. The soldiers consume large quantities. Domestic demand is also going to be heavy. As a consequence, prices now are high, and it is almost certain that they will be higher as the months go by. Dealers should note this sign and act accordingly.

ON WRITING LETTERS

EVERYBODY needs to be reminded occasionally of the importance of attention to detail, whether they be details of business or home management or anything else. A prominent manufacturer in conversation remarked recently that he had found grocers to be generally poor correspondents. He amplified this by saying that the word "poor" meant irregular, negligent and forgetful. He claimed that some grocer-customers of his never bothered to reply to any letter needing an answer, and that often reminder after reminder was sent before the response came. We do not think it is a fact that grocers are

better or worse than any other body of men in answering letters, but that this manufacturer should think some is evidently the result of experience.

Negligence in attending to correspondence is to be deplored. The dealer who forgets or delays or procrastinates in this regard is probably just as slack in some other details of conducting his business. He creates that impression. If a dealer is known as a poor correspondent, his credit is very often injured in consequence, and he is put down as a merchant who is not progressive, and not a particularly good business man. Often, then, manufacturers and wholesalers pass him up, materially to his disadvantage.

Letter answering could be methodic. Set a time each day to take up and reply to all correspondence. Keep a copy of what replies are sent. Get a typewriter, if possible. It is economic, in the end. File all incoming letters, and copies of all outgoing. Take time and plan a system fitted to your own store by which, at any moment, you can find the details of letter-writing will pay.

THE COUNTRY ROAD PROBLEM

GROCERS will find it to their own interest ardently to support movements which make for the securing of country roads worth while. The problem of better roads is attracting a great deal of attention, and largely through the indefatigable effort of a certain few in each province, is meeting with some sort of solution. Country grocers should do all they can to help on the good work. It is easy to see that better roads mean the quicker obtaining of country produce, and a minimizing of expense incurred in transportation. Good roads mean a saving, ultimately, of much time and always of money. Since they benefit the community at large, it is fitting that all sections get behind the movement and lend it their collective aid. It has been said from time to time that the farmer is lethargic on the question, that he will not bother himself to help along the movement for better roads. The automobile is steadily altering that, for possession of one makes a desire for good roads to run on. In the past, perhaps, the country dealers have not been as enthusiastic as they might have been for better roads. They should realize it is to their interest to put their shoulder to the wheel.

PERSONAL HYGIENE

THIS is a matter upon which all of us need constant reminder, and the dire results of the lack of it are sometimes woeful. The New York Department of Health has been holding an enquiry into infectious disease and its cause, and lays a good deal of it down to unwashed hands. In a report it points out that "if the human race would learn to keep the unwashed hand away from the mouth many human diseases would be greatly diminished. We handle infectious matter more or less constantly, and we carry the hands to the mouth. Many persons wet their fingers before counting money, turning the pages of a book, or performing similar acts. The infection is carried to the object handled, there to await carriage to the mouth of some other careless person." There is doubtless a good deal of truth in this. If we were all of us able to take a little time to guard against any possibility of infection through this kind of a channel, we should be better off. Storekeepers are particularly in danger themselves and liable to endanger others, if proper care is not used, and of all storekeepers none more than grocers. The United States Department formulates the following personal rules which we commend to readers as we do to ourselves:

Wash the hands immediately
Before eating;
Before handling, preparing or serving food;
After using the toilet;
After attending the sick; and
After handling anything dirty.

RICE FLOUR AS FACE POWDER

THE grocer has an opportunity of going into face powder business by selling rice flour. The reason is that the majority of face powders according to a writer in *The Journal* of the American Medical Association are dangerous to the eyes. He claims that some preparations of face powder are the cause of inflammation of the eyes. This form of inflammation occurs—from obvious reasons—almost exclusively in women. They complain that the vision is blurred; that they cannot read or sew for any length of time; that the lids burn and itch, sometimes intolerably, and that rubbing the lids only aggravates the itching.

Many of these toilet powders, commonly, known as "rice powder" or "Poudre de Riz," contain, in addition to the rice powder, other ingredients which irritate the delicate membranes of the eye. Sixteen samples of so-called rice powders were recently analyzed, and of this number only two consisted entirely of rice; and only six contained any rice at all.

Women who are accustomed to using face powder should be careful to select only those preparations which are known to be pure, and free from harmful substitutes. In applying powder to the face, it is much safer to use a cloth and rub the powder on the skin, rather than to apply it with a puff, as by the latter method the powder is driven upward and lodges on the moist eye-ball. The tears change it into a mucilaginous substance which lodges behind the eyelids, and produces the symptoms complained of. Since toilet articles do not come under the federal and state food and drug acts, they can easily be adulterated.

Sweeping Changes in R.M.A. Control

Ontario Board Ratifies Arrangement to Give Management of Affairs to J. A. Beaudry and to Advance Yearly Fee From $6 to $15—Montreal Journal of Commerce to be Supplied to Members.

A SWEEPING change is being made in the conduct of the affairs of the Retail Merchants' Association, which will involve, among other matters, an advance in the membership fee from $6 a year to $15 a year and the centralizing of control of association affairs.

On Saturday, September 23, a proposition was laid before the Ontario Board at a special meeting held in Toronto. The terms of the proposition were in brief: The membership fee was to be raised from $6 to $15 a year, and the members would receive, in addition to their membership, subscriptions to the *Journal of Commerce*, a weekly financial paper published in Montreal, and to any other trade paper that they might specify. It was indicated that the *Journal of Commerce* would devote a certain amount of space to association matters, and would employ an associate editor to handle this department. The understanding announced, however, was that the journal would not be the official organ of the association, in that it would remain free to discuss trade problems from an independent basis. A further, and most radical, feature of the proposition was the appointment of J. A. Beaudry, of Montreal, publisher of the *Le Prix Courant* and treasurer of the Dominion Board of the R. M. A., as manager, treasurer and trustee for the Ontario Board, with full authority to settle all debts and to manage the affairs of the association in Ontario generally.

The arrangement was tentatively ratified by the Ontario Board at this meeting, but certain phases of the problem were afterwards brought into question, and it was felt wise to go into the matter again. Accordingly, another meeting was called for Wednesday, October 4, in Toronto.

At this session, which was attended by all the members of the Ontario Board, Messrs. Zeiman (Preston), Clark (Toronto), Higgins (Toronto), McCully (Stratford), Secretary Miller, and also by M. Beaudry, the question was threshed out at some length and finally ratified.

The Financial Problem

Representatives of the MacLean Publishing Co. were invited to attend and state their views. They did this, pointing out some aspects of the proposition that did not seem in the interests of the retailers. They were then asked to withdraw, and the following day Messrs. Beaudry and Zeiman called at the offices of the MacLean Publishing Co. and vouchsafed further information with reference to the proposition. The financial side of the arrangement was discussed.

It had been understood that the two points which had made the new arrangement acceptable to the members of the Ontario Board were—first, the additional revenue which would be secured; and, second, the possibility of shifting the responsibility of the Ontario deficit. This deficit is in the neighborhood of $7,000. In discussing the matter previous to the second meeting, certain members of the board seemed to be under the impression that under the new arrangement the deficit would be assumed by Mr. Beaudry or by interests represented by him. This idea of the arrangement had been voiced to representatives of the MacLean Publishing Co., and accordingly Mr. Beaudry was asked if this were the case.

His explanation was that in his new position as manager, treasurer and trustee he would have full charge of the affairs of the Ontario branch of the association, but that he was not taking the deficit off the board, as had been assumed. The deficit would be paid off as soon as possible from the funds raised by the association, but that, if the necessity arose to liquidate it more rapidly, he would guarantee that the necessary arrangements would be made.

"Do you mean that you would arrange to make a loan to the association?" he was asked.

"Yes, by a loan if necessary," he replied.

It was further stated by Mr. Beaudry that no further arrangement had been made with the *Journal of Commerce* other than that the publishers were to devote a certain amount of space to giving association news, and that in return the paper would be sent to each merchant who paid the advanced fee of $15, out of which a certain amount would be paid to the *Journal of Commerce*.

Other Provinces Also

It is understood that the whole proposition originated with the Dominion Board of the R. M. A., and will be submitted to each provincial board. With regard to the Province of Quebec, the proposition will be to supply *Le Prix Courant*, which is owned by Mr. Beaudry, to French-Canadian members in place of the *Journal of Commerce*.

At the first meeting of the Ontario Board it was stated that arrangements had been made with other trade papers, by which it would be possible to supply them to members under the proposed arrangement. It has developed, however, that such arrangements have not yet been made. In fact, many of the trade newspapers could not make such an arrangement, as it has been a settled policy that premiums should ont be used, and that there should be no inducement other than the merits of the paper itself to secure subscriptions.

It is announced that a meeting of the Dominion Board is to be held shortly to consider the proposition. Although the suggestion emanated from the Dominion Board, it has not yet received final ratification in that quarter.

COMMISSION TO SIT

The Dominions Royal Commission will sit in Montreal in the council chamber of the Board of Trade, from October 27 to 31, inclusive, morning and afternoon.

The Commission will hear evidence regarding immigration, railways, steamship services, ocean insurance, bills of lading, statistics, Empire development, telegraph and cables, control of ocean rates, freight matters, the Panama Canal, Empire trade marks, asbestos resources, commercial laws, forests, harbors, irrigation laws, water powers, minerals, circulation of American publications in Canada, trade commissioners' services, etc.

In the absence of Lord d'Aberton, it is expected that Sir Alfred Bateman will preside over the sessions while Sir George Foster will be the chief Canadian commissioner.

SIBERIAN MARKET FOR CANADIAN APPLES

L. D. Wildgress, recently appointed a trade agent for Canada at Omsk, in Siberia, has reported to the Trade and Commerce Department that there is a market for the Canadian apple in his district. Dried apples from Australia and California partly supplied the demand before the war, being imported through Hamburg firms. It is suggested that a direct trade in dried or canned fruits could be established with Canada.

Roll of Honor

KILLED IN ACTION

Signaller Ephriam D. Mitchell was killed in action on the Somme front on Sept. 15. Signaller Mitchell was a former St. Thomas boy, but for the past five or six years, previous to enlisting, was with the Swift Canadian Co., of Winnipeg, as a traveling salesman. While in St. Thomas, Signaller Mitchell was employed as a grocery clerk by Swinn's and Butler's grocery store.

KILLED IN ACTION

Capt. Frank R. Fairweather, the last surviving son of the late Charles H. Fairweather, one of the founders of the wholesale grocery house of Hall & Fairweather, Ltd., St. John, N.B., has been reported killed in France, "while splendidly leading his men against a German counter-attack."

AWARDED CROSS

Capt. R. S. Osborne, who is at the front with an artillery unit of the Imperial forces, and who has recently been awarded the Military Cross "for conspicuous gallantry and determination," was, for five years prior to the outbreak of the war, city salesman of the Maple Leaf Milling Company, of Toronto.

Captain William H. M'Laren, son of J. A. M'Laren, 365 Spadina Road, who, on September 15, was reported missing, is now officially reported killed in action on that date. Before enlisting he was a partner in the firm of M'Larens, Ltd., of Hamilton, Ont.

Driver Eugene F. Woodrow, nineteen years of age, was admitted to the hospital in Boulogne on September 18, suffering from wounds in his right leg and thigh. Before enlisting he was employed with Northrop & Company, wholesale grocers, St. John.

Private Fred Leo Goodine, of St. John, who before enlisting was employed in a grocery store in Kingsclear, York county, N.B., was admitted to the Fulham Hospital, London, on September 22, suffering from a wound in his leg.

Wilbur Giggey, formerly of Hampton, N.B., who before enlisting with the 48th Montreal Highlanders, had been city traveler for the Ogilvie Flour Mills in Montreal, was wounded in the left leg in one of the recent battles on the Somme.

Private William Gaynes who, before enlisting, was employed with King & McDonald, wholesale grocers, St. John, was killed in action between September 15 and 18, while fighting with a New Brunswick battalion. He was twenty-one years of age and was highly thought of by his employers and the fellow-members of the staff.

Lieut. Ernest Havelock Welch, who left Canada in the First Contingent with the 12th N. B. Battalion, and afterwards was transferred to the Fighting 26th of New Brunswick, was wounded on September 28 in the fighting on the Somme. Before going overseas he traveled for W. J. Wetmore, New Brunswick agent for Moirs, Ltd., and was known to the grocery trade throughout the province.

Sergeant Geoffrey Haddock, formerly private secretary to President E. J. Chamberlain of the Grand Trunk is reported missing and probably dead according to a private letter received from his commanding officer Lt.-Col. J. A. Gunn of the wholesale produce firm of Gunn, Langlois & Co. of Montreal. Sergt. Haddock was an Englishman by birth and was 25 years of age but had been in Montreal for several years before the war. According to the letter preffered to he has been absent since Sept. 17th when his company of 200 men was annihilated in an attack on the German trenches near Courcelette. A faint hope is held out that he may have been taken prisoner.

Another National Fish Day

Publicity Committee of the Canadian Fisheries' Association Arrange for Date to Mark Inauguration of Tuesday as a Fish Day

Written for Canadian Grocer by J. A. Paulhas, Chairman of Publicity and Educational Committee.

UNDER the auspices of the Publicity Committee of the Canadian Fisheries' Association, another Fish Day, Oct. 31, has been decided upon, on the same lines as the first one which had such a tremendous success, on February 29 last. This day will also mark the inauguration of Tuesday as a fish day, as well as Friday.

This attempt to separate fish from usage on Friday only, should meet with the approval of everyone interested in the welfare and the advancement of one of the best assets of our country—our fisheries. By popularizing the idea of fish as a good and wholesome food the consuming public will derive much material benefit, from the health point of view and also from the economic side of the question. Fish is certainly an economical food when compared with meats, butter, eggs, etc. We are threatened with extremely high prices for all kinds of foodstuffs this coming winter, and probably for a longer period, and these possibilities should be a serious inducement for the wage-earner and for the housewife to view the proposition of more fish on the family table, with a favorable eye.

With a greater general appreciation of fish as a healthy and satisfying food, the activities and ambitions of the producer and fish dealer will be greatly stimulated. With a better demand and a better market, the production and distribution of fish will improve; the quality of the product will be higher; proper equipment will be acquired by the merchant, and a substantial and growing prosperous trade will be the result.

It is a necessity for us at these precious moments of our national existence, when the country is going through a struggle which threatens to strain her financial resources, to make the best use of our opportunities and economical advantages.

The accelerated development of our fisheries will augment the reserve wealth indispensable to the carrying out successfully of this gigantic war against the enemy of humanity. It is, therefore, a patriotic duty for each one of us at home to foster a national industry which can help the sacred cause, just as much as it is the duty of our soldiers to protect us at the front. We shall thus participate in the fight for peace, liberty and prosperity.

ST. LAWRENCE TIDAL RIGHTS

The case is now being heard in the Quebec courts involving the jurisdiction of the Federal and Provincial Governments in the tidal waters of the St. Lawrence. Both Governments by the passage of special Orders-in-Council, have asserted their right to control of the waters and property and civil rights within the disputed territory, and the decision in this case will decide the dispute. The fishing rights constitute the chief point of interest at issue.

William Thomas & Co. Provision Brokers and Agents of 29 Tooley Street, London, have changed their address to London Bridge House, London, S.E., England.

FISH

From the rivers, the lakes, the ocean. Whether dried, pickled, smoked, fresh or frozen. In cases, boxes, barrels, drums, kegs, or casks. Winter or summer. In car lots or small shipments. We stand ready to fill your requirements.

We are FISH SPECIALISTS.

Beacon Brand is the best known quality of fish in Ontario. Because the goods have stood the test of time. In every hamlet you will find the empty boxes, whether Ciscoes, Haddies, Kippers, Fillets or Salmon Snacks.

If you buy fish, any kind, you should AT LEAST compare what we offer.

Beacon Brand is the standard of quality for the trade.

THE F. T. JAMES CO., LIMITED

"BEACON BRAND" - - TORONTO

OYSTERS

Large, white, fat, but unswollen, clean, appetizing and healthy looking. A whiff of that salt sea tang every time you open the white container. Guaranteed free from contamination. Solid meat, taken from the best oyster beds in the Northern waters, and shipped to you direct in the original sealed, non-returnable package, and at right price.

Beacon Brand oysters are sold under Brand because they are good. Extra good in fact.

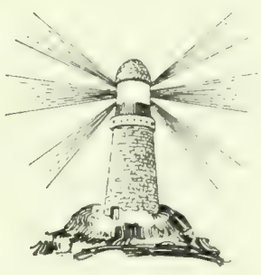
Because we specialize. They are the best we can buy after sixteen years of experience.

If you buy oysters you should know our goods.

It pays.

THE F. T. JAMES CO., LIMITED

FISH FOOD SPECIALISTS - TORONTO



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

The retail grocers of West St. John have found the Thursday half-holiday so satisfactory during the summer months, that they have decided to continue the holiday through October.

A special meeting of the Weir Owners' Association of St. John and Charlotte Counties was held in St. George, N.B., to deal with the situation arising from some of the buyers trying to purchase sardine herrings at less than the agreed price. A resolution was adopted to the effect that any boatman found cutting prices and offering less than the standard price, would be refused fish at any price by the members of the association. It was also agreed that the price for the balance of the season should be $10 per hhd.

Ontario

C. O. Boughner has purchased the grocery business of W. S. Bawden, of Colborne. This is the old Bailey stand.

The Pure Fruit Products, Ltd., have been incorporated. The capital of the company is to be forty thousand dollars and the head office situated at Toronto.

Thos. I. Clifton, Toronto, died on October 1. He conducted a grocery store in Alliston for 35 years, retiring to Toronto a year and a half ago to live with his son.

The Niagara Falls City Council have granted a fixed assessment for ten years to the Niagara Falls Pickling Works Co., who have purchased a lot for their business off Clark street.

Arthur Hays, proprietor of the Bon Marche grocery store, Brantford, was married on Wednesday, Sept. 20. The happy couple are spending the honeymoon in Detroit, Mich.

A small fire broke out on October 5 in a barn at the rear of the Shredded Wheat Factory, Niagara Falls, Ont., but the damage was trifling.

John R. Wilson, Niagara Falls, is opening the Market Basket Cash Store at 481 Victoria avenue, centre. There will be no delivery system.

The Sarnia City Council are forwarding a resolution to the Government asking it to take some action to investigate the abnormal high cost of foodstuffs, such as milk, flour, bread and potatoes. This is being done in conjunction with other cities in the province.

The Peterboro Council have passed a by-law compelling grocery stores to close their premises each evening not later than seven o'clock, and remain closed until five o'clock next morning, except Saturday evening or on the night preceding a holiday and four successive nights before Christmas.

A serious blow to the produce exporting business of Lindsay occurred when a fire was discovered in the extensive cold storage plant and egg business of Flavelle's Ltd., on King street. It is understood that the buildings were filled almost to capacity with produce, and shipment for the European market had been delayed only pending the arrival of output from American and Canadian agencies of the firm. It is impossible to get even an approximate estimate of the loss. From the nature of the construction of the building, it was an exceedingly hard fire to fight.

John Morrow, who was for many years a grocery broker in Toronto, and later in Montreal, is figuring in a big will case. His stepson, Eben R. Ward, has started a fight to break the mother's will. Mrs. Morrow died in London last year, leaving two-thirds of her fortune of $1,500,000 to the two children of his sister, the Princess de Chimay, and one-third to his own daughter. Mr. Ward asks that the will be set aside on the ground that his mother had not been of sound mind, and charged that she had been influenced by John Morrow, her husband: Joseph de Caraman Chimay, Marie de Caraman Chimay, and Joseph de Rique.

Lemon Bros., of Owen Sound, wholesale produce dealers who lost their warehouse by fire early last spring, will begin to occupy their big new warehouse. None of the defects of the old building, are present in the new construction, and many favorable improvements have been made. Upstairs in the front section of the second floor, is a sales room and tobacco departments. The balance of this flat and also the third flat will be used as storage rooms. A large extension to the building in toto has been made to the rear.

The Retail Grocers' Association, London, passed a resolution at their regular meeting to sell only 5c and 10c bread. They claim the bakers do not give them enough profit on the 8c loaf. They have forwarded this resolution to the Bakers' Association. They also discussed the selling prices of the different brands of flour. A great deal of discussion took place on the selling price of canned goods. Some merchants continue to sell goods that they bought last year at old prices. They do not figure on anything for carrying them over, which, of course, is all wrong according to good business methods. S. F. Lawrason, of the Snow Flake Ammonia Co., talked to the members of Saturday early closing. President Norman McLeod presided.

Western Provinces

The General Store of H. Madder, Madford, Man., was destroyed by fire last week.

W. L. Mackenzie Co. have moved their Regina office from its former location on Scarth Street to 1011 McCallum Hill Building.

T. H. Kaveney, Regina manager of the W. H. Escott Co., Winnipeg, was at the head office last week attending a meeting of directors.

T. L. O'Brien, of Tomlinson and O'Brien, manufacturers' agents, Winnipeg, has been on a trip to Rochester and points in Eastern Canada.

A cable despatch received by Henry Bell-Irving, Vancouver, is to the effect that his son, Lieut. A. D. Bell-Irving, has been awarded the military cross.

James Lloyd Crowe, a member of the firm of Crowe Bros. and MacLeod, Trail, B.C., was married on September 20 to Miss M. E. Park. They will reside in Trail.

D. D. Butler, traveler for G. McLean Co., wholesale grocers, Winnipeg, left for Simcoe, Ont., on Sunday, Oct. 1, on hearing of the death of his father, C. H. Butler, an ex-mayor of Simcoe.

F. D. Cockburn, manufacturers' agent, Winnipeg, announces that The Marple Co., Toledo, O., packers of salted peanuts, almonds, etc., whom he represents in the West, have changed their name to The Vollmayer Kaufmann Co.

Kelowna citizens met in the Board of Trade room on Monday, Sept. 25, to say farewell to Kenneth F. Oxley, who has accepted a position with W. H. Malkin & Co., wholesale grocers, Vancouver. The Mayor occupied the chair. During the evening, Mr. Oxley was presented with a handsome traveling bag. He went to Kelowna over six years ago, buying out the business of McJannett & Hall. He is succeeded by Mr. Fummerton.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

BRIEF SUMMARY OF MARKET CONDITIONS

THERE is every reason to expect that the new prices to be named by Canadian canners will be 75% in advance of the opening prices of last year. It is asserted in some quarters that not more than 50% of orders for tomatoes and corn will be delivered. There will be no 3-lb. cans of tomatoes packed this year, the pack being practically all 2½ lbs. Canned pumpkin will be off the market. Peaches have been a fair crop, but will be slightly higher than last year.

Canned pork and beans will probably open somewhere near the price of last year. The Ontario crop has been a fair one, and the importation of Japanese and Indian beans has had a steadying influence on the local market. The price of cans and sugar are higher than last year and have had a tendency to increase prices.

There is a firmness in the sugar market that to some looks like another advance in Canadian refined. The big preserving season is practically over and this may have a tendency to hold down prices. Flour holds firm with small prospects in sight for lower prices in the immediate future. In fact, it is asserted by some that even higher levels will be reached.

Live hogs have declined in price. Cooked meats are down about 1c lb.

Common grades of tea are firmer and Ceylon teas have advanced 1c lb. Coffees are firm with an improved demand.

There has been a heavy demand this year for pickling spices of all kinds. Reports from California indicate that the raisin crop has been damaged to a considerable extent by heavy rains. Some late reports state that the damage is not as heavy as was at first anticipated. In the meantime prices have been withdrawn.

There is a good demand for rice and tapioca. Prices are holding firm at present, but there will probably be cheaper tapioca in the future when new stocks arrive.

Butter, cheese and eggs are firm and prices are gradually climbing the ladder.

There is a good demand for all kinds of fish, and higher prices have been asked for some varieties this week.

Business generally is good throughout Canada, despite the high prices of foodstuffs which now prevail.

QUEBEC MARKETS

MONTREAL, Oct. 10.—Flour maintains its place as the firmest factor in market price movements, and by the end of the week may be found increased again in price beyond the 30c per barrel increase recorded so far. Cereals continue firm as flour. Feeds are not changed, and supply is still far behind demand. Butter and cheese both keep buyers guessing where they may get to next. Eggs are getting scarcer every week now, and still the export demand for them continues.

Just to relieve the general tone of the markets live hogs come in bigger supply and at cheaper prices, with a slightly weaker tone to the price prospects for the immediate future, but shortage of supply keeps lard and shortening quite firm still. Canned goods are almost out of the range of common sense calculation as to market chances. The situation as regards these seems to be in the sellers' hands. Those who can buy and who have to buy, are securing such supplies as the markets offer, but range and extent of offerings are small. California fruits are being cleaned up and the market is hearing news of further increases in cost of containers, which is sure to find reflection in the market for canned goods generally.

Tea, coffee and spices are in firm market and sugar is very firm—likely in some opinions to go higher still in price. Maple sugar, by the way, is quite hard to obtain, as the farmers are inclined to hold for high prices this Fall.

Sugar's Firmness May be Passing

SUGAR.—Following the rise of 10 cents per 100 lbs. on all lines of sugar, which took place at the end of last week—announced on page 34 of last week's issue—the sugar market remained particularly firm, and with steadiness, if not further firmness in prospect. Some men interested in the market on a very considerable scale expressed surprise that sugar had not gone up 25 cents, and look for still higher sugar. But manufacturers are not inclined entirely to support this idea. Raw Cubas, at 5 cents and firm, with spot stocks too plentiful, might, through their very powerful holders, tend to force the market up temporarily. But new crop reports are good, and there is some reason for the optimistic view here and there heard that any further increase in the price of sugar need not be regarded as lasting, since if it occurs, it would seem to be due to the effect of heavier demand for the refined production than is at present anticipated. Such demand might cause holders of raw material to raise prices to the refiners on the ground that the stocks available are running low, but arrival of new crop would restore the market to easier levels.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 50
20 lb. bags	7 60
2 and 5-lb. bags	7 80
Extra Ground Sugars—	
Barrels	7 85
50 lb. boxes	8 05
25 lb. boxes	8 25
Yellow Sugars—	
No. 1, 100 lb. bags	7 10
Dark yellow, 100 lb. bags	6 90
Bright coffee, bbls. only, cwt.	7 35
Powdered Sugars—	
Barrels	7 65
50 lb. boxes	7 85
25 lb. boxes	8 05
Paris Lumps—	
100 lb. boxes	8 10
50 lb. boxes	8 20
25 lb. boxes	8 40
Crystal Diamonds—	
Barrels	8 10
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Cartons	9 15
Half cartons	9 85

Molasses Shortage Not Yet Noticed

MOLASSES.—As stocks of molasses grow scarcer, prices show unmistakably the firming tendency, and while the present week's quotations do not vary more than in isolated transactions from the general prices as given last week, there are all kinds of prophecies of fur-

ther firmness. Molasses is not as yet in any condition of actual market shortage, but should there be any sudden large call for quantities the market would undoubtedly show increased prices. The demand is steady and persistent, both for molasses and corn syrups. The supply of the latter is sufficient, though manufacturers could use more than the available supply at times. Business is brisk.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of	Montreal.
Puncheons	0 62	0 59
Barrels	0 65	0 62
Half barrels	0 67	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Less Intoxicants: More Good Teas

TEA.—From some optimistic directions come already definite accounts of increased consumption of tea due to the influence of prohibition here and there, and temperance counsels in certain quarters of Quebec. Tea merchants have every confidence that purchasing power diverted from intoxicating liquor, will be directed towards the better class teas. Where the tendency has so far become apparent, it is always noted that not the low grade teas, but the best grades are in better demand as fiery liquors fall into disuse, and this fact benefits merchant and consumer alike. Tea prices are firm as last week. Low grade Japans steady to firmer. Some merchants report business in tea locally a little quieter.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Outlook is Quiet on Coffee Market

COFFEE.—The market for coffee remains very steady, and in view of skyrocket tendencies in other markets seems almost suspiciously quiet and placid. Firm prices prevail, but they are unchanged from last wek's quotations. Conditions in the primary markets are regarded as settled and reasonably stable as far as indications go, but as one leading coffee merchant remarked to CANADIAN GROCER—"Coffee looks quiet at present, but almost in a moment a wave of excitement might strike the market, and send prices up speculatively." The Canadian demand for coffee continues in increasing quantity, and qualities are exceedingly good value at present prices, in the best expert opinion.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

There is every possibility that the new prices to be named by the Canadian canners will be fully 75 per cent. in advance of the opening prices of last year. Conditions have been such that some of the leading canners assert there will not be more than 50 per cent. of orders delivered. The late spring kept the tomato plants back and early frosts have cut the tomatoes off on this side of summer. In Prince Edward County, one of the most important canning counties, practically all the tomatoes have been destroyed. One canner there who expected to put up 15,000 cases of tomatoes will get only 2,800 cases. Two other packers who had contracted for 250 acres each will get only 40 acres of tomatoes. Some of the producers have gone back on their bargains in the face of higher prices that were being paid for tomatoes in basket. There will be no 3-lb. cans packed this year, but will be all in 2½ lbs. The canning interests of Ontario are to meet in Toronto on the 19th or 20th of this month when the new prices will be named. It is expected the price on tomatoes will be somewhere between $1.75 and $1 80 per doz. for 2½ lb. size.

Corn is very much in the same condition as tomatoes. Canners do not expect to be able to make more than 50 per cent. of their deliveries. Some of the canning interests have even resorted to ensilage corn in the face of the dearth of the field corn. The price on canned corn last year opened at 95c for No. 2's. With the shortage in the pack this year it is confidently expected the opening price will probably be somewhere between $1.50 and $1.60 per dozen.

There will be no canned pumpkin whatever this year. Farmers failed to plant their usual amount this year and what was planted has been badly damaged by frost. One canner recently made a trip of some 1,500 miles through various parts of Ontario and in the whole distance only saw two fields of pumpkins. Peaches have been a fair crop this year and canners may be able to deliver 100 per cent. of their orders in these. Last year the opening price was $1 50 per dozen for No. 2's. The price of cans and sugar, however, have gone up in price since that time and this may operate to cause a slightly higher price.

Canned pork and beans will probably open somewhere near the figure of last year, namely, 95c for No. 2's. The Ontario bean crop will be short and the pack will be late, probably not getting into the canneries until November. A steadying influence in the local market is the importation of Japanese and Indian beans. Some of the canners have brought in consignments of Japanese beans which they have been able to lay down in Toronto at $4.20 per bushel. Such a price would enable them to can beans at the opening price of last year. The factors of the higher price of cans and pork may tend to make a slightly firmer price than the opening price of last year.

Rain Report Has Affected Raisins

DRIED FRUITS.—Reports that the raisin crop in California has been impaired by rain are given as the reason for withdrawal of prices temporarily by the growers. Raisins seem inclined to go the way of their cousins, the currants, but the first reports may be exaggerated, and California prices when announced may be only slightly higher. Some prunes are scarce, principally 60s. and 90s. Prices in dried fruits are unchanged by the wholesalers so far, but the whole market is decidedly firm.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 08½	0 09
Apples, choice winter, 50-lb. boxes	....	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 25
Lemon	....	0 29
Orange	....	0 21
Currants—		
Filiatras, fine, loose, new	0 16	0 17
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, loose, new	....	0 09½
Hallowee, 1-lb. pkgs.	....	0 09
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15
50 to 90, in 25-lb. boxes, faced	0 10	0 11
90 to 100, in 25-lb. boxes, faced	0 04½	0 09

Tomatoes May Be About $1.75 Doz.

Opened Last Year Around $1.10—Canners Will Have Probably Not More Than 50% of Normal Pack—Corn Also High.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4 crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 09½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 10¾	0 11¼
Choice seeded, 16 oz. pkgs.	0 10¼	0 10½
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Canned Firmness Canned Fireworks

CANNED GOODS.—"Absolute fireworks!" is the opinion of one leading wholesaler as regards the condition of the canned goods market in Montreal at present, and all over the country for that matter. "Can't tell where prices will go to now," said another authority in very close touch with the canners and the market. "The sellers have the situation in their own hands," suggested yet a third. Prices keep going from firm to firmer. A ten cent increase in string beans went on record early, and "3's" in some cases were being quoted at $1.65 per case and held for better.

Car Shortage May Keep Beans High

DRIED VEGETABLES.—Peas, beans and barley have all had their share in the upward trend of food prices. Last week, peas went firmer. This week beans and barley are showing further firming tendencies. It is quite the opinion of the market that Lima beans will be higher, though actual quotations maintain as last week's except for minor small individual transactions at slightly firmer figures. Opinions exist, however, that with the advent of new crop supplies, which may be more plentiful than has been predicted, prices of beans other than Limas, may gradually go easier. Hints of car shortage from California may affect the market for beans.

Beans—		
Canadian, 3-lb. pickers, per bushel	....	6 00
Canadian, hand picked	6 75	7 00
Canadian, 5-lb. pickers	....	5 60
Yellow eyes, per bushel	....	5 70
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 25	3 50
Peas, split, bag 98 lbs., new crop	5 75	6 00
Barley, pot, per bag		3 80
Barley, pearl, per bag	4 75	5 20

Xmas Table Spice May be More Costly

SPICES.—Even the spicy corner of the Christmas larder for 1916 is coming into line with the other departments of food supply as regards firming up of prices. Spices show no signs of being in any easier market for some time, and may be found far firmer as primary market conditions come to be more nearly equalled by conditions in the markets nearer home. Peppers, black, white and red, are steadily firming. Corianders and carraways continue very firm. Nutmegs are more in demand of late, with supplies a little uncertain Cream of tartar, after a passing phase of firmness of tendency, is steadier.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	....—0 16	....—0 09	....—0 23
Cassia	....—0 25	....—0 87	....—0 37
Cayenne pepper	....—0 28	....—....	....—0 35
Cloves	0 50—0 52	....—0 90	....—0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	....—0 25	....—....	....—0 31
Ginger, Jamaica	....—0 28	....—1 15	....—0 29
Mace	....—0 80	....—....	....—1 00
Nutmegs	0 45—0 45	....—0 45	....—0 80
Peppers, black	....—0 28	0 85—0 93	....—0 38
Peppers, white	....—0 35	1 15—1 20	....—0 37
Pastry spice	....—0 22	0 95—1 20	....—0 29
Pickling spice	0 18—0 22	....—....	....—....
Turmeric	0 21—0 23	....—....	....—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	....	12-15

Vegetables and Fruits in Plenty

Montreal

FRUIT AND VEGETABLES. Plentiful supplies of Fall produce have arrived during the week of Thanksgiving Day, and prices have firmed up here and there for demand has fully met supply. Some familiar vegetables are coming to the end of their season, though well supplied to the last. Beans are very scarce, and before long it will be necessary to import these from the United States. Pumpkins and vegetable marrows are coming in at $1 per doz. Tomatoes (ordinary local grown) are getting scarcer, and there is word of frost having affected the crop a little. Cucumbers were in plentiful offering at 50 cents per basket. Red onions are in and $1.75 per case is their price. Spanish onions in the quarter case package made an attractive line at $1.50 per quarter case. Turnips, 75c to $1 per bag; carrots, 75c; beets, 75c; parsnips, 75c to $1, all came in plentifully, and more of these than ever are being sold to offset higher meat prices perhaps. Cabbage at 60c per doz. sold well, and the first Brussels sprouts appeared at $1 per bag. Potatoes are to be a little scarcer, according to word of future deliveries, but the market had enough at $1.50 per bag (80 lbs.). Apples promise to be firmer priced, and Fameuse and McIntosh Red may be quite high priced. Other fruits maintained the price standards of last week's quotations for the most part, demand both before and following the Thanksgiving holiday being good.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	....
Lemons	4 25	....
California Tokay grapes	2 75	3 00
California Malagas	2 25	2 75
Colorado peaches	1 40	....

	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	3 50	2 50

Beets, per doz. bunches	0 40
Beans, wax and green, per bag	2 50
Onions, per bag, 75 lbs.	1 75
Onions, Spanish, per case	4 50
Turnips, per bag	0 75 1 00
Vegetable marrow, per doz.	1 00
Tomatoes, hothouse, lb.	0 07
Sweet potatoes per hamp... 60 lbs.	2 00
Corn, per doz.	0 18
Peppers, red and green, per doz	0 30
Potatoes, per bag (80 lbs.)	1 50
Carrots, per bag	0 75
Beets, per bag	0 75
Parsnips	1 00

Good Demand For "Luxuries" in Fish

Montreal—

FISH. Around Thanksgiving time the demand was for classes of fish in the nature of "luxuries," such as the princely lobster. Prime lobsters were realizing very high prices, 45c per lb. being the bedrock price for orders of even a score or over, and the wholesale trade would have welcomed better supply and easier prices to increase the turn-over and brisken up business in lobsters. Oysters were in very free demand, and continue to be increasingly so. Malpeque's (ordinary) were quoted at $9 per barrel and choice at $12 (in the shell). Bulk oysters remained as last week, at $2 for selected, and $1.50 for the ordinary grade. Flounders went a cent higher to 7 cents. Halibut remained high at 18 cents. Sword fish are off the market, and also brook trout. With the claims of fish as a food being more and more impressed on the public, the particular advantages of dried fish and the various lines of cured fish are coming to the front, and consumption of these classes of fish is likely to increase, in the opinion of experts. Herring, salmon, sea trout, green cod, skinless, boneless and shredded codfish, and salted mackerel, are amongst the leading varieties of cured fish in good and increasing demand.

SMOKED FISH

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10-lb. box	1 30

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	7 50
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	16 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), 100 lb. box	9 00
Codfish (Boneless), Blocks "Ivora" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 00
Scallops	2 25

FRESH SEA FISH

Halibut	18
Haddock, fancy, express, lb.	7
Mackerel, (med.) each	15
Mackerel (large), each	21
Cod, steak, fancy, express, lb.	08
Flounders	07
Salmon, Western	17 - 18
Salmon, Gaspe	30

FRESH LAKE FISH

Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Herrings, lb.	0 06
Lake trout	0 12
Eels, lb.	0 08
Dore	0 12
Smelts	0 12

Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		12 00
Malpeque Shell Oysters (ordinary) bbl.		9 00
Cape Cod shell oysters, per bbl.		12 00
Scallops (per gal.)	....	2 25
Clams (med.) per bbl.	....	8 00
Shrimps, per gal.	....	2 00

ONTARIO MARKETS

TORONTO, Oct. 12.—Prices for the most part have held steady. There is a firmness in the sugar market which to some refiners' agents at least look like another advance in Canadian refined. The big consuming season is about over, now that the peach and plum crop is drawing near a close. This may have some retarding effect in advancing prices.

SUGAR UP 10c.

While CANADIAN GROCER forms were on the press sugar was advanced another 10c per 100 pounds on all grades. This makes the second advance of 10c within a period of eight days. Prices given elsewhere should read 10c higher than those quoted.

Sugar Market is Strong on Advance

SUGAR.—With the advance of 10c per 100 pounds on sugar, that went into effect on October 4, considerable strength has developed to the market since that time. With refined granulated selling at $7.56, there is a feeling in certain quarters that Canadian sugar is due for another advance. Factors operating to steady a possible advance are the drawing to a close of the peach and plum preserving season, and the coming of the beet sugar crop. In the United States raw sugars on Tuesday advanced one-sixteenth of a cent from $6.02 to $6.08. On the same day the Federal company advanced their refined sugar 25c to $7.25. This company, however, has contracted for some 30,000 tons to be deilvered to Switzerland, and they are well protected in their buying. Warner in the United States at the time of writing continued to sell at $6.90. The submarine activities on the East Coast may have some effect in curtailing the shipment of Cuban sugars. The United States refiners have recently been buying raws in the Demerara market, the source from which much of the Canadian raws come. These sugars coming into Canada get a preference in duty to be paid, whereas in the United States they must pay duty. This has forced Canadian refiners to go into the market and buy raws in order to protect their supplies. Much depends on the condition of the stocks of raws held by Canadian refiners as to whether or not there will be an advance. There is some evidence that at least two of the refiners are short on raws from the fact that they are behind with their deliveries. Prior to the recent advance there was heavy buying of refined, some of the refiners even turned down orders.

	100 lbs.
Montreal refined, extra granulated sugars	7 56
New Brunswick extra granulated	7 56
Nova Scotia extra granulated	7 46
Yellow, No. 1	7 16
Extra ground, barrels	7 91
Special icing, barrels	7 91
Powdered, barrels	7 71
Paris lumps, barrels	8 16
Assorted tea cubes, boxes	8 16

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Molasses Demand Has Increased Somewhat

MOLASSES.—There is a noticeable increase in the amount of molasses that is now being consumed, although the heaviest fall demand has not yet set in. Molasses is more of a fall and winter commodity than summer time. It is a trifle early yet to know whether or not the demand will be large enough to affect the prices in a firming tendency. There has been more inquiry for cane syrup during the past week. This is also more of a fall and winter commodity. Corn syrup is holding firm at recent prices.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 83½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80

Common Grades of Teas Are Firmer

TEAS.—Common grades in Ceylon teas advanced 1c per pound during the week, which places the tea situation about where it was two weeks ago. Last week a decline of 1c per pound was recorded in the common grades, and news this week restores the former status. The better grades hold firm, with prospects of a steady market. There has been a fair demand for teas.

	Per lb.	
Pekoe Souchongs	0 23	0 25
Pekoes	0 24	0 26
Orange Pekoes	....	0 28
Broken Pekoes	....	0 30
Broken Orange Pekoes	....	0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coffee Prices Are Holding Quite Firm

COFFEE.—Local dealers report a considerably heavier demand for coffees during the past two weeks. Cooler weather is apparently stimulating the consumption. Prices have held firm and steady. In Brazilian coffees the receipts at Rio and Santos for the year aggregate 2,895,000 bags, as compared with 2,729,000 bags in the same time last year.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	....	0 25
Java, lb.	0 33	0 38
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Coriander Seed Firmer in Price

SPICES.—There has been an exceptionally heavy demand for pickling spices of all kinds this year. Wholesalers report that it has been heavier than other years. Coriander seed has shown a firmness in the primary market during the week, although no advances have been recorded locally. Shortage in the producing section in Morocco is given as the cause. All prices hold steady.

Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger		0 30
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole		0 40
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 35
Cream of tartar		0 51

California Raisins Have Been Damaged

DRIED FRUITS.—Reports respecting the California raisin crop are somewhat disquieting, due to the fact that rains have greatly damaged the crop. Heavy downpours are stated to have reduced the prospects for the 1916 crop by fully 50 per cent. Later reports, however, state the damage is not quite as serious as first thought. In the meantime all prices have been withdrawn. Apricots have advanced 1c per pound in the primary market within the past two weeks. Prunes have also advanced ¾c per pound during the past two weeks on the larger sizes and 1c to 1½c per pound on the smaller sizes. The small sizes, however, are not offered and are not obtainable. A feature of the prune market this year is the shipment to Canada in 5-lb. tins. The price for this fruit is about 1c per pound higher than the boxed prunes, but the fruit keeps exceptionally well and in a juicy condition. Brokers assert there are promising prospects for the development of the distribution of this class of prunes. Currants still continue to soar in price. An advance of three shillings have been recorded per 112 pounds since last week. They are now selling at 63s. Brokers here are unable to buy because they cannot get their cable orders through. One broker finally cabled an order for three cars to ship at any price. At present prices currants will cost 17c per pound to lay down in Toronto. This fruit would have to sell at 25c per pound retail.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 22

Orange	0 20	0 25
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 16½	0 18½
Patras, per lb.	0 17	0 19
Vostizzas, choice	0 17½	0 20
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes	....	0 13
40-60s, 25-lb. boxes	....	0 11
90-100s, 50-lb. boxes	....	0 07½
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08½	0 09
Stds., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09¼	0 09¾
Extra choice, 25 lbs., faced	0 10¼	0 10¾
Fancy, 25 lbs., faced	0 10¾	0 11
Raisins—		
Valencia, Cal.	0 07¾	0 08½
Seeded, fancy, 1 lb. packets	0 10¼	0 10½
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets	....	0 14

Filbert Prices Are Much Above Normal

NUTS.—Filbert prices have been steadily advancing. At the present time they are approximately 130 per cent. above normal. The crop in Spain is not short. Heretofore quantities of these nuts came from Turkey and the Levant. This source of supply is now shut off, and the world must depend for its supplies on Spain. French walnuts are advancing in price almost daily. There is a shortage of labor in France. Supplies have been sold out for November and December. The earliest that can now be bought is for February shipment. An advance of 5s. was recorded this week. These walnuts will cost laid down about 37c per pound. That will put the retail figure somewhere around 50c. Almonds have not advanced materially. Locally almonds are up 1c per pound, and walnuts 2c per pound.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 44
Almonds, shelled	0 42	0 45

Rice and Tapioca Hold Firm in Price

RICE AND TAPIOCA.—The demand for rice and tapioca continues good. With the fall and winter season larger quantities are consumed. Prices hold firm at recent quotations, with slightly cheaper tapioca expected in future when stocks now on the way arrive.

Rangoon B, per 100 lbs.	4 30	4 50
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

Ontario Bean Crop Expected to be Short

BEANS.—Representatives of canning interests who have toured through various parts of Ontario state the bean crop will be short this year, and furthermore, that it will be late. There is a feeling of assurance prevalent, however, that this will not necessarily mean higher bean prices. The foreign-grown beans from Japan and India will operate to keep the price steady. Hand-picked choice beans are selling from $4.50 to $5 per bushel.

Canned Goods to be Higher

A special panel elsewhere in the market department outlines the situation in canned goods at the present time. Corn and tomatoes will open high.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	2 90
½ flats, cases 8 doz., per doz.	1 75	2 00
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	....	1 15
Pinks, 1-lb. talls	....	1 35
Pinks, ½-lb. tins	0 75	0 85
Cohoes, 1-lb. talls	....	2 25
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 3's	....	1 60
Peas, standards	....	1 25
Early June peas	....	1 45
Corn, fancy, doz.	....	1 35
Corn, 2's, doz.	....	1 25
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50

Ontario Barreled Apples Sell at $3.50

FRUIT.—Ontario barreled apples are now reaching the market in fairly good quantities with prices ranging from $3.50 for No. 3 and $5 for No. 1's. The greater proportion of the apples run to the smaller sizes, No. 3's being in the market in fairly large quantities. The kinds reaching the market at present are Wolfe River, Greening, Gano, Starks, Pippin. Cranberries are slightly easier in price, being quoted at $8.00 to $9.00 per barrel. Peaches are now a slow sale, as the crop is about over. The range of price was consequently wider, from 30c per basket to $1. Blue and white grapes are reaching the market in fine sample. They are quoted at 15c to 20c in the 6-quart baskets. Some of the first quinces of the season arrived, the price quoted being 50c to 75c per 11-quart basket.

Apples, basket	0 25	0 50
Barrel	3 50	5 00
Bananas, bunch	1 75	2 25
Cranberries, bbl.	8 00	9 00
Oranges—		
Oranges, late Valencias, case	4 00	6 00
Grapes, Cal., Case	2 25	2 50
Ontario, 6 qt.	0 15	0 20
Lemons, Verdelli, case	4 00	6 50
California, 420's	....	6 50
360's 300's	....	6 50
Pears, boxes	2 00	4 00
Canadian, 6-qt. bkt.	0 15	0 25
11 qt. bkt.	0 30	0 50
Peaches, Elbertas, 11-qt.	0 50	1 00
White, 11-qt.	0 30	0 40
Smock's yellow, 11-qt.	0 30	0 40
Plums—		
Bradshaws, Lombards, 11 qt.	0 50	0 75
Green Gage, 11 qt.	0 50	0 75
Prune plums, Cal., 4 basket		1 35
Quinces, 11 qt.	0 50	0 75

Manitoba Cabbage in Ontario Market

VEGETABLES.—Some Manitoba cabbage reached the Ontario market during the week. They were quoted at $2.50 per barrel. Ontario potatoes are reaching the market in fair quantities and are now quoted at $1.50 to $1.65 per 90-lb. sack. Digging is now in progress and the price is easier because farmers sell from the field and are saved the work of pitting or hauling to the cellar. Spanish onions showed a slightly firmer price, being quoted at 25c to 50c above last week. Some very fine sweet potatoes from New Jersey are now reaching the local market. Commission men state they have never seen a finer quality. Carrots by the bag are selling at $1.35. Canadian celery is quoted at 15c to 30c per dozen. B.C. celery is again off the market. The two cars that arrived found ready sale. Citrons are much easier in price, now being quoted at 60c to 75c per dozen. Pickling onions are not in good demand and the price is down. Tomatoes have been affected by the frost. The best grades are selling slightly higher and are hard to get. There are a lot of half green and half frozen tomatoes coming in. Green tomatoes are coming in large quantities with demand very light.

Cabbage, barrel	2 25	2 50
Carrots, bag	....	1 35
Citron, doz.	0 60	0 75
Celery, Canadian, dozen	0 15	0 30
Corn, doz.	0 10	0 20
Mushrooms, 6 qt.	....	2 00
Onions—		
Spanish, crate 120 lbs.	4 50	4 75
Silver skin, pickling, 11-qt.	1 25	1 50
Peppers, green, basket	0 50	0 75
Red, 11-qt.	....	1 25
Potatoes—		
New Brunswick, Delewares, 90 lb. sacks	1 65	1 75
Sweet, New Jersey, hamper	1 60	1 75
Ontario, 90-lb. bags	1 50	1 65
Turnips, 11 qt. bskt.	....	0 40
Tomatoes, Canadian, 11-qt. basket	0 25	0 60
6-qt. basket	....	0 25
Green, 11-qt.	0 15	0 20
Watercress, 11-qt.	....	0 75
Parsley, 11-qt.	....	0 50
Vegetable marrow, 11-qt.	0 20	0 50

Lake Trout Dropped 1c Pound in Price

FISH.—There has been a better supply of salmon trout during the past week and this lake fish has in consequence become easier in price, now selling at 1c below the quotation of last week. The fall run of these fish is sending larger quantities to the market. White fish on the other hand has been scarce during the week. Western salmon has been in the market in good supply with the quality good. Halibut on the other hand has been in only fair supply with the price holding firm. Haddies have advanced 1c per pound during the week and are now quoted at 10c. There is a good supply of oysters in the market. Prevailing prices are slightly higher than last year but the commission men point out that it will undoubtedly work out to the satisfaction of all concerned as there is less liability of water being used when a fair margin can be had at slightly advanced prices. In the smoked fish the haddies, fillets and ciscoes are reported to be of extra good quality. The latter, the first to arrive in the market, are quoted at 12c per pound .

SMOKED FISH.

Ciscoes, per lb.	0 12
Haddies, per lb., new cured	0 10
Haddies, fillets, per lb.	0 13
Digby herring, box	1 60
Smoked boneless herring, 10-lb. box	1 25

SHRIMPS, LOBSTERS.

Lobsters, medium and large, per lb.	0 50

Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60

FRESH SEA FISH.

Halibut	0 16
Haddock, fancy, express, lb.	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders, Maritimes	0 08
New York	0 10
Salmon, Western	0 17

FRESH LAKE FISH

Pike, lb.	0 08
Whitefish, lb.	0 13
Herrings, lb.	0 07
Lake trout	0 11
Oysters—	
Standards, gal.	2 00
Selects, gal.	3 00

Peels—		
Orange, lb.	0 17¾	0 18½
Lemon, lb.		0 18
Citron, lb.		0 21¾

MANITOBA MARKETS

WINNIPEG, Oct. 10.—Everything with one or two exceptions seems to be on the up-grade. Flour jumped 20c per barrel twice in succession last week, bringing the price of first patents to $9 per barrel. There was a slight easing off in the wheat market last week-end, but if there is a decline in wheat, it is not expected to be heavy. Fish is on the up-grade too, on account of scarcity. Fresh salmon advanced to 16c, halibut to 14c, and mackerel went up to $3.50 for 20-lb. kits. As was expected, poultry is now beginning to decline, fowl bringing 20c per lb.

A decline is noted in the price of live hogs, though, strange to say, pure lard took another jump this week, and is now on a 17¼c basis for tierces. Eggs and butter continue to go up, and dealers are beginning to draw on their storage stocks of eggs. No. 1 creamery butter is bringing 37c.

One of the most serious advances is in canned fruits and vegetables. New prices named by the canners on wax beans are staggering, and equally high prices are expected on tomatoes and corn this week. This is resulting in a big demand from the retail trade for old crop. Tomatoes are selling at $3-3.25 and corn at $2.25.

SUGAR.—The advance of 10c in sugar last week, and the small amount, was a great surprise to the trade. It was understood that this was due to difference of opinion among the refiners, some believing that a big advance was unwarranted, whereas another refiner considered that the first advance should have been 25c, and that to be on a parity with New York the advance should be 55c. As the buying season for preserving is pretty well over, it is hard to say what will happen now.

	Per cwt. in sacks
Sugar, Eastern	
Standard granulated	8 10
Extra ground or icing, boxes	8 95
Extra ground or icing, bbls.	8 65
Powdered, boxes	8 75
Powdered, bbls.	7 85
Hard lump (100-lb. cases)	9 05
Montreal yellow, bags	7 70
Sugar, Western Ontario—	
Sacks, per 100 lbs.	9 05
Halves, 90 lbs., per cwt.	8 50
Bales, 20 lbs., per cwt.	8 50
Powdered, 5s	8 70
Powdered, 5s	8 95
Icing, barrels	8 90
Icing, 5s	8 90
Cut loaf, barrels	9 00
Cut loaf, 5s	9 20
Cut loaf, 2s	9 20
Sugar, British Columbia—	
Extra granulated sugar	8 10
Bar sugar, bbls.	8 55
Bar sugar, boxes, 50s	8 65
Icing sugar, bbls.	8 65
Icing sugar, boxes, 50s	8 95
H. P. lumps, 100-lb. cases	9 05
H. P. lumps, 25-lb. boxes	9 25
Yellow in bags	7 70

Trade Thinks Syrups Are High

SYRUPS.—The trade are not expecting an advance in any syrups, thinking they are high enough. The trade are only buying hand-to-mouth. Molasses are unchanged, and brokers do not see an advance in sight.

Corn Syrup—	
2s, per case 2 doz.	3 18
5s, per case, 1 doz.	3 53
10s, per case, ½ doz.	3 43
20s, per case, ½ doz.	3 42
½ barrels, cwt.	5 05
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5 lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, $2.35; 24 x 3 lb.	

Expect 75% Delivery on Raisins

DRIED FRUITS.—The situation in California remains strong. Small prunes, especially 70 to 90, are almost a negligible quantity. Evaporated apples futures are stiffening, and Ontario packers do not appear to want to sell. Apricots are firmer in California; there is no change in peaches or pears. A cable from Greece puts currants in the superluxury class. The trade are not anxious to do business with that country, as they are not sure when the goods will arrive. A telegram from California states that the Associated Raisin Co. have withdrawn all prices on new crop raisins on account of serious crop damage. A late wire states that buyers can only expect 75 per cent. delivery. New prices were higher this year than last, and it looks as though prices will be higher still.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07½	0 07¾
Evaporated apples, choice, 25's	0 08	0 08¼
Evaporated apples, 3 lb. cartons		0 30
Pears, choice, 25's		0 12½
Apricots, choice, 25's		0 14½
Apricots, choice, 10's		0 15½
Peaches—		
Choice, 25-lb. boxes		0 08
Choice, 10-lb. boxes		0 09
Currants—		
Filiatras, wet, fresh cleaned	0 16	0 16½
1 lb. package Amalias		0 16¾
2 lb. package		0 33½
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 12-oz. pkgs.		0 08½
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10¼
16 oz. choice, seeded		0 09¾
12 oz. fancy, seeded		0 08¼
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's		0 08¾
3 crown, loose, 50's		0 08¾
Raisins, Cal. Valencias—		
25-lb. boxes		0 09
50-lb. boxes		0 09¾
Prunes—		
90 to 100, 25s		0 08
40 to 50, 25s		0 10¾

Prices on Beans Vary Considerably

DRIED VEGETABLES.—There is considerable difference of opinion here as to what is going to happen in beans. Some state that prices on new crop are stiffening. A report states that Japs advanced 25c in the past ten days, probably due to demand. Ashcrofts are said to be high on account of frost there. On the other hand, it is stated there are good crops both in Japan and B. C., and that lower prices are expected. Ontario is reported to have only half normal crop, but the quality is said to be good The crop in Michigan will be 75 per cent. of normal, which is much better than was at first anticipated. It is expected that fancy hand-picked Japs will sell for $4.60, at least this is the opinion of one house. Prices on old crop vary considerably locally; some are selling for $5.30 per bushel, whereas others are selling as low as $4.75, claiming they have big stocks, and bought when the market was right.

Beans—		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel		4 65
California Lima Beans—		
80-lb. sacks		0 07½
Barley—		
Pot, per sack, 98 lbs.		3 20
Pearl, per sack, 98 lbs.		4 30
Peas—		
Split peas, stck., 98 lbs.	5 50	5 75
Whole peas, bushel		3 30

Cheap Tapioca On The Way

RICE AND TAPIOCA.—The cheap tapioca does not seem to have arrived yet, but it is coming, and there will probably be a decline of a cent per lb. There is considerable difference in quotations to-day, some houses selling as high as 9c, while others are getting around 8c. Rice remains the same, and jobbers are not buying, although there may be some in the market next month. Most of them have bought up to March.

Jobbers Cannot Replace Stocks

CANNED GOODS.—There may be lower prices for old crop goods, but the price being asked for one jobber for tomatoes is $3.25, and they are selling well at that figure. For corn he is asking $2.25, for wax beans $2.25, and for new standard peas $2.55. It is expected there will be some cheap American peas on this market. Prices on tomatoes and corn are expected next week. Canned salmon is very firm, and jobbers are not inclined to push them, as they cannot replace their stocks, and their goods will be worth considerably more next spring.

(Continued on page 37.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Oct. 11.—Sugar advanced here 10c per 100 lbs. Flour has advanced 30c per barrel, with indications that further advances are likely.

Both the foregoing advances were noted in special despatches in last week's issue of CANADIAN GROCER (page 34-37), but arrived too late to be included in each individual market report.

Rolled oats have advanced 15c. Large cheese are now offered at 24c to 25c. Lard has advanced ½c. Threes are now quoted at $10.80. There are no prospects of lower prices at present. Prunes are firm and higher prices seem to be assured. Evaporated milk has advanced 15c. Condensed milk has advanced 25c packet. Macaronis are up 10c per case. Peas and corn are now quoted: 2's, $2.75. Creamery butter has advanced 1c per lb. Storage eggs are now quoted at $10 case.

Beans, small white Japan, lb.		0 08¼
Flour, No. 1 Patents, 98s		4 70
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		3 20
Rice, Siam, cwt.		4 75
Sago and Tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 65
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.		0 40
Lard, pure, 3s, per case		10 80
Bacon, smoked backs, lb.		0 22
Bacon, smoked sides, lb.		0 24½
Eggs, new-laid, doz.		0 40
Eggs, storage, case		10 00
Tomatoes, 3s, standard case		3 60
Corn, 2s, standard case		2 75
Peas, 2s, standard case		2 75
Apples, gals., Ontario, case		2 00
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 25
Salmon, finest sockeye, tall, case		11 50
Salmon, pink, tall, case		5 00

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 11.—Flour has advanced here to $9. Rolled oats are now quoted at $3.20. Bread has advanced following the many advances in the price of flour. Twelve months ago bread was quoted at 6½c for a 24-oz. loaf. The price to-day is 8 1 3c. Sugar has again advanced to $8.65. Cheese has advanced again, and is firm at 23 1/8c. Salmon pink is quoted at $5 case. Salmon sockeye is quoted at $10.20 case.

Beans, small white Japan, lb.		0 07½
Flour, No. 1 patents, 98s		8 75
Molasses, extra fancy, gal.		0 76
Rolled Oats, 80s, basis		3 05
Rice, Siam, lb.		0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.		8 65
Cheese, No. 1, Ontario, large		0 23⅛
Butter, creamery, lb.		0 38
Lard, pure, 3s, per case		10 20
Bacon, smoked backs, lb.		0 25
Bacon, smoked sides, lb.		0 26½
Eggs, No. 1		0 35
Eggs, storage		0 27
Tomatoes, 3s, standard case		3 45
Corn, 2s, standard case		2 50
Peas, 2s, standard case		2 50
Apples, gals., Ontario, case		1 85
Strawberries, 2s, Ontario, case		5 50
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		3 45
Salmon, finest sockeye, tall, case		10 20
Salmon, pink, talls, case		5 00

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Oct. 11.—The market has been very active during the past week. Prices have soared on many staple lines. The weather of the past week has been more favorable for threshing, which has been resumed in some districts. Less than 30 per cent. of the crop of the province is threshed. Potatoes are firm at 85c, and quantities are being shipped East. A 10c advance has taken place in sugar, making local quotations $8.44. Creamery butter is up to 36c. Eggs are firm at last week's prices. A 25c advance has taken place in lard, making the prices locally as follows:—3's, $11; 5's, $10.95; 10's, $10.90; 20's, $10.75. Flour has advanced 15c to $4.70 for 98's. Rolled oats—Robin Hoods are quoted at: 40's, $1.57½; 80's, $3.10; bails, $3.45; 20's, 81¼c. New prices issued on canned goods make tomatoes $4.25 and corn $2.85. Prunes—90-100's are now quoted at 9⅜c. Canned milk, all brands, are up 15c to 20c. Seeded raisins, 16-oz., choice, are quoted 10¾c; 12-oz., fancy, 8¾c; 16-oz., fancy, 11c.

Beans, small white Japan, bush.		4 55
Flour, No. 1 patents, 98s		4 70
Molasses, extra fancy, gal.		0 71
Rolled oats, 80s, Victor and Robinhood..	2 85	3 10
Rice, Siam, cwt.		4 35
Sago and tapioca, lb.		0 08¾
Sugar, pure cane, granulated, cwt.		8 44
Cheese, No. 1 Ontario, large		0 23¾
Butter, creamery, lb.		0 36
Lard, pure, 3s, per case		11 00
Bacon, smoked backs, lb.		0 28
Bacon, smoked sides, lb.		0 [illegible]
Eggs, new-laid		0 [illegible]
Eggs, storage, No. 1 and No. 2	0 35	0 [illegible]
Tomatoes, 3s, standard case		4 25
Corn, 2s, standard, case		2 85
Peas, 2s, standard, case		2 85
Apples, gals., Ontario		1 88
Strawberries, 2s, Ontario, case		4 90
Raspberries, 2s, Ontario, case		5 45
Peaches, 2s, Ontario, case		3 75
Salmon, finest sockeye, tall, case		10 85
Salmon, pink, tall, case		7 85

John McCarthy who was for 30 years the superintendent of the Canada Sugar Refinery Company, of Montreal died last week in that city. Mr. McCarthy only retired from active work in 1914 although he was at that time 79 years of age. He was a native of Quebec City and was a brother of Michael McCarthy also a superintendent of the Canada Sugar Co. and of J. P. and James McCarthy of the Grand Trunk for which road the last named is superintendent of the passenger car building department.

MANITOBA MARKETS

(Continued from page 36.)

Apples Now Selling Freely

FRUIT AND VEGETABLES.—Quebec apples are now selling freely on the following basis:—Wealthys, St. Lawrence and Alexander's No. 1's, $5-6, and No. 2's, $4.50 to $5. B. C. McIntosh Reds are bringing $2.50 and $2.25. Wealthys in economy crates are quoted $1.50-1.75. Washington cantaloupes, standards, $4, and flats, $1.75. Grapefruit is selling for $9. Tokay grapes are now $2.50. Valencia oranges, $5.25-$6. Local potatoes in car lots bring 65-70c.

Fresh Fruits—		
Apples—		
Ontario Falls, No. 1		6 00
Ontario Falls, No. 2		5 00
McIntosh Red, No. 1		2 50
McIntosh Red, No. 2		2 25
Wealthys, No. 1		2 25
Wealthys, No. 2		2 00
Bananas, lb.		0 04½
Cantaloupes, crate		4 50
Grapefruit, case		9 00
Grapes, Tokays		2 25
Valencia oranges, case	5 25	6 00
California lemons		9 50
Peaches, crate		1 25
Crab apples, box		1 25
Prunes, Italian, 4 basket		1 50
Prunes, Italian, peach boxes		1 10
Vegetables—		
B.C. potatoes, new, lb		0 01½
B.C. onions, 100-lb. crates		3 00
Spanish onions, case	1 50	1 75
Tomatoes, Ontario, 11-qt. basket		0 75

Scarcity of Fish Is Predicted

FISH AND POULTRY.—Dealers report that everything in the fish line is going to be scarce this fall. The pickerel catch has been a failure, and the price this week jumped a cent to 10c per lb. Halibut has gone up to 14c, and is going to be very hard to get. Fresh salmon is up to 16c. Mackerel is now bringing $3.50 in 20-lb. kits. Poultry is tending down, fowl to-day being quoted 20c.

Fish—		
Fresh salmon		0 16
Fresh halibut		0 14
Lake Winnipeg whitefish		0 10
Fresh finnan haddie		0 11
Kippers, per box		2 00
Fresh lake trout, per lb.	0 12	0 12½
Bloaters, per box		2 00
Salt mackerel, 20-lb.		3 50
Pickerel, lb.		0 10
Poultry—		
Fowl		0 20
Roasting [illegible]		0 [illegible]

FLOUR AND CEREALS

Flour Prices Up And Going Up

Absolute Firmness Characterises the Whole Market Steadily.

Montreal

FLOUR AND FEEDS.—Not merely firmness, but rising prices prevail still in the flour market, and there are predictions in plenty that by the end of the present week of issue further increases will be found in flour. Since last issue flour went up 30 cents, making First patents $9.40.

This 30c advance was reported on page 37 of CANADIAN GROCER last week.

Already the ten dollar quotation is in sight, in the opinion of more than one. The bakers have advanced the price of bread, and with reasonable justification as representatives of large milling concerns consider. Millers operating on small margins of profit and experiencing an immense demand, count their consciences well clear of the charge of helping grind the face of the poor. The price of wheat is declared principally responsible for the situation, and adverse crop reports even more than allied army demands, are held responsible for the enhanced price of wheat. Feeds remain firm as ever but at quotations of last week. Demand for these is apparently determined to go on growing, the approach of winter of course accounting for this.

	Per bbl. of 2 bags
Manitoba Wheat Flour—	
First patents	9 40
Second patents	8 90
Strong bakers	8 70

Winter Wheat Flour—	Car lots	Small lots
Fancy patents	8 60	8 25
90 per cent., in wood	7 25	7 50
90 per cent., in bags	3 40	3 50
Bran, per ton		28 00
Shorts		30 00
Special middlings	31 00	35 00
Feed flour	38 00	40 00
Feed oats, per bushel		0 68

CEREALS SHOW A STEADY FIRMNESS

Montreal

CEREALS.—Corn flour is easier priced at $3, than in previous quotations which ran from $3.00 to $3.25. The $3 price is available over the market this week but firmness is the tendency. Graham flour will be found quoted firmer, in sympathy with the flour market, which may firm up further before this finds publication. Wheatlets also are firmer along with First Patents on the flour market, so also with whole wheat flour. Rye flour is a shade firmer. Barley is firm, and rolled oats went up by 20 cents a barrels in some quarters, the price of oats generally being very firm.

Barley, pearl, 98 lbs.	4 85
Barley, pot, 98 lbs.	3 80
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 00
Cornmeal, yellow, 98 lbs.	2 95
Graham flour, 98 lbs.	4 45
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 70
Oatmeal, granulated, 98 lbs.	3 70
Peas, Canadian, boiling, bush.	3 00
Rolled oats, 90-lb. bags	3 50
Rolled wheat, 100-lb. bbls.	3 50
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 45
Wheatlets, 98 lbs.	4 70

Flour Holds At New High Level

Submarine Activities Caused Temporary Weakness in Wheat Market But Market Came Back Strong— First Patents Now $9.50.

Toronto—

FLOUR.—Flour holds firm at the high level reached last week of $9.50 per barrel in less than car lots for first patents and $9.30 in car lots. Wheat prices at the time of writing were holding firm, although there was a temporary weakness in the wheat market in American centres due to the activities of the German submarines in New England waters. But at the close of the market on Monday wheat prices rallied and closed firm. Mill men are of the opinion that the temporary scarce caused by the submarines will not have a permanent affect on the market and that the present high prices are likely to hold for the immediate future at any rate. The British Government is reported a heavy buyer of wheat and this had a firming tendency. There has been a good demand for flour during the week. Sensational advances took place in Ontario winter wheat during the week. In high patents there were advances in all that totalled 80c per barrel. The best grade is now selling at $8.50, as compared with $7.80 at the time of the writing of report last week. Second patents in Ontario flour are quoted at $8.20 in small lots and $8 in car lots. Millers are inclined to look for even higher prices in the face of possible increased insurance and freight rates as a result of the submarine menace.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. of 2 bags
First patents	9 50	9 30
Second patents	9 00	8 80
Strong bakers	8 80	8 60
Ontario Winter Wheat Flour, 90 per cent.—		
High patents	8 50	....
Second patents	8 20	8 00

ROLLED OATS AND CORNMEAL ADVANCES

Toronto

CEREALS.—In sympathy with the firmness in the price of corn cornmeal has advanced 10c per 98-lb. bag during the week. Standard oatmeal and granulated oatmeal have also shown a firmness nd are now selling at 2½c advance. Rolled oats are quoted at $3.25 to $3.40 per bag, which represents an advance of 10c per bag. Whole wheat flour made an advance of 25c per 98 lb. bag and is now selling at $4.35 to $4.55. Wheatlets are also up in price, the range quoted being $4.65 to $4.85. There has been a strong demand for cereals, particularly pearl barley. There is a firmness throughout the cereal market, due to the scarcity of the cereal crop.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98 lbs.	4 00	4 25
Beans, prime	5 00	5 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 95
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 85
Oatmeal, granulated, 98 lbs.	....	3 85
Peas, Canadian, boiling, bush.	....	3 00
Rolled oats, 98 lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbls.	....	3 75
Rye flour, 98 lbs.	....	3 20
Whole wheat flour, 98 lbs.	4 35	4 55
Wheatlets, 98 lbs.	4 65	4 85

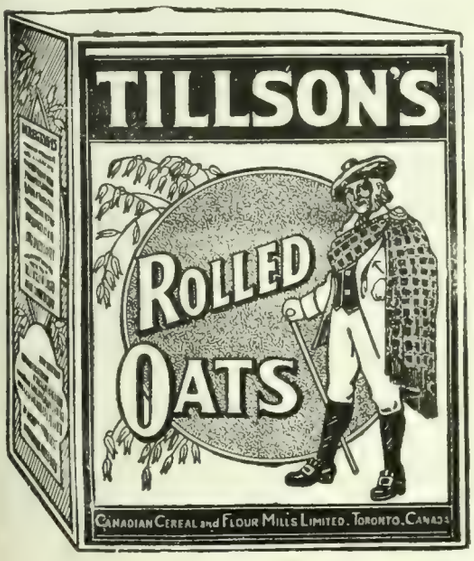
MILLFEEDS CONTINUE THEIR UPWARD CLIMB

Toronto

FEEDS.—There was a continuation of the upward tendency in mill feed prices during the week with a further advance of $1 per ton recorded in all grades. Bran is now quoted at $28 to $30, shorts at $30 to $32, and special middlings at $33. Millers continue for the most part to draw the line at selling straight carloads of millfeeds, stipulating that there must be at least 100 bags of flour to 300 bags of feed. The demand has been good with little prospect of a diminution in the amount likely to be consumed.

Mill Feeds—		per ton
Bran	28 00	30 00
Shorts	30 00	32 00
Special middlings	33 00	....
Feed flour, per ton	46 00	48 00
Ontario oats, outside points	0 54	0 56

(Continued on page 42.)



A trio *of* solid business builders

—three quality cereals that in every way live up to the inimitable Tillson Standard.

Stocking these proven sales-builders will appreciably add to your turnover. Dealers everywhere declare that the demand for Tillson's is not confined to any particular part of the year, but that these wholesome food products are steady year-round sales producers.

Tillson's Rolled Oats

Tillson's "Scotch" Fine Cut Oatmeal

Tillson's "Scotch" Health Bran

Don't confound our cereals with inferior lines. We stand back of every one of our products and our reputation has been built by maintaining a uniform quality, regardless of price. Ask about our snappy, Free Window Displays—a big help towards quick sales. Drop a card to-day.

Canadian Cereal and Flour Mills Co., Limited

TORONTO CANADA

If any advertisement ***interests you, tear*** *it out now and place with letters to be answered.*

Location of the Provision Department

This Varies With Different Stores—Some Men Devote Much Space to It—Some Others are Handicapped—The Wisdom of Keeping Produce and Provisions Together and Their Accounts Separate From Those of General Groceries

As one goes up and down the country, seeing various grocery stores, it is interesting to see the various methods adopted by various grocers in handling provisions, particularly with regard to where their departments are located. It is perhaps true that a large percentage of grocers do not have, for some reason or other, a regular provision department. This is unfortunate, for most of them recognize the necessity for having a really good provision department, if they had the space and facilities. Different grocers, however, have different difficulties to contend with, and, therefore, they have different methods to meet them. Many grocers have butter and eggs as miscellaneous groceries, and do not have any special place for them, although so far as storing them is concerned, they endeavor to keep the butter cool and sweet by some system of refrigeration. In these cases, bacon and cooked meats, where the latter are handled to any extent, are usually kept on the counter by themselves. Almost every grocer endeavors to take care of good arrangement for keeping his provisions fresh and appealing and quite sanitary, but in some stores he is not able to do any too much along this line.

Half the Store

One store which the writer knows has a provision department which takes one-half of the entire store. This consists of one long enamel counter with a glass front and the refrigeration of which is complete. In this, since the front is transparent, are displayed butter and eggs, cooked meats and bacon. Poultry is sometimes handled here, too, and displayed in this case. The top is enamel, and not only is sanitary and clean and cool, but gives the customer this three-fold impression. It is a great thing to convince the customer, not only by telling him or her so, but also by appealing to eyesight that your goods are kept always fresh and entirely sanitary.

Perhaps, where there is a special provision department in a store, it is most commonly found right at the end of the store, facing the door. This is usually the place in which the cabinet refrigerator stands. This makes a good piece of store furniture to look at, and is also out of the way and not taking up space which is necessary for other things. At the same time, it is in the store, and therefore reasonably near.

In still other stores which the writer knows the provision department is entirely outside of the store. For instance, a Sarnia grocer has a provision department right at the back of his ordinary store. He has to pass through a door to get to it. It consists of a fairly expansive vault, and gives ample room for storing all provisions and produce Nevertheless, as this grocer admitted to CANADIAN GROCER recently, he would rather have a provision department right in the store if this could have been managed. He figures that he wastes time trailing to and fro between the store and the refrigerator.

CANADIAN GROCER has always favored the idea that provisions and produce should be run together in one department. Butter and eggs, ham, cooked meats, bacon and poultry—all these are one department. Week by week this paper has a series of reports of produce and provisions all grouped together under one department. It is better that the grocer should have a provision department, and not only have all his goods grouped together in one place, but also all his accounts for his provision and produce department kept separately from his miscellaneous and general trade. He is then able at any time to find out exactly what business he is doing in provisions, and what proportion it is of his general trade.

The illustration on this page shows a somewhat forcible way of reminding a customer that the store handles ham and bacon. Probably this picture could be found to be an actual representation of scores of stores, particularly in the smaller centres. The old familiar sign of the ham hanging from the ceiling is one that many country stores display. As a matter of fact, for all it is not as modern as the newer method of displaying goods, it is probably very effective. No man who came in such contact with a ham as this picture depicts could remain in ignorance of the fact that this store sold ham.

EMPLOYER RESPONSIBLE FOR WAR TAX INFRACTIONS

A judgment handed down by Mr. Justice Cross in the Appeal Court of the King's Bench Division at Montreal on Sept. 28 reverses a previous decision of the Magistrates' Court in a case involving a clerk's neglect to affix a war tax stamp to a bottle of medicine sold in the absence of the proprietor. The importance of the decision lies in the fact that the employer is thus made responsible for the employee's neglect in cases involving war stamps as is already the case in a number of other transactions.

J. H. Magor, of Magor, Son & Co., Montreal, has returned from a business trip to the Old Country.

PRODUCE AND PROVISIONS

Hogs Go Lower Pork Goods Firm

Lard Shows Especially Firm Trend Due to Shortage of Supply.

Montreal

PROVISIONS.—The market for live hogs is a shade easier, and packers are evidently expecting that in the course of a few weeks when deliveries increase, prices will be still lower. The general demand for al ines of pork products is good. There is a good home demand, and aso a brisk export demand. Shortage of supplies has produced an exceedingly firm market condition as regards lard. Thanksgiving Day supplies were laid in abundantly, but business during the week kept good. In the provision trade, however, there was some feeling of slight sluggishness as regards collections attributed by one head of a large firm as due to prevalence of the high price tendency in si many lines.

Comment in the provision market was universally concerned in regard to the serious fire in the Flavelle Cold Storage at Lindsay, and the effect of this fire on supplies is bound to be felt, in opinion of many merchants.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17¾
Tubs, 60 lbs.	0 17¾	0 18
Pails	0 18¼	0 18½
Bricks, 1 lb., per lb.	0 19¼	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14¼	0 14½
Tubs, 50 lbs.	0 15½	0 15¾
Pails, 20 lbs., per lb.	0 14¾	0 15
Bricks, 1 lb., per lb.	0 15¾	0 16
Hogs—		
Dressed, abattoir killed		18 00
Live, F.O.B. Montreal off cars	11 65	11 75

EGG EXPORTS GREAT RECEIPTS SMALL

Montreal—

EGGS.—Nothing outstanding affected the market for eggs in actual price or price tendency during the week, but there was a marked falling off in receipts. The markekt keeps steady with a good local demand, and still considerable export enquiry. Shipments of eggs to Great Britain are very large and during the next month just before navigation closes there will be even heavier exports of eggs. Prices quoted are as under.

EGGS -	
New-laid, cartons	0 45
New-laid, ex cartons	0 46
Selects	0 38
Number 1	0 34

PLENTY OF POULTRY SUPPLIES RECEIVED

Montreal

POULTRY.—Deliveries of poultry for Thanksgiving week were exceptionally heavy with local demand reported to be very satisfactory. Any surplus from Thanksgiving business was found amongst cold storage produce during the week. The quality of poultry supplies generally has been improving, but merchants had still to complain of deliveries of poor scraggy No. 2 poultry, which would have been far better and more marketable if kept two weeks more under crate feeding. Poultry prices are unaltered from last week.

Fowl—		
Chickens, milk-fed, crate fattened, lb.		0 18
Live fowls	0 12	0 16
Old roosters		0 12
Broilers	0 15	0 16
Roasting chickens		0 17
Young ducks		0 13
Live ducks, old		0 11
Turkeys (old toms, dressed), lb.		0 23

BUTTER AND CHEESE ARE BOTH VERY FIRM

Montreal—

BUTTER AND CHEESE.—Butter and cheese are both in a very firm market, with prices asked by producers steadily increasing, and local demand brisk enough to put export enquiry in the background temporarily. Prices of butter are at present too firm and high to facilitate export business. For large orders, finest creamery butter has been bringing 38¼ or 38½ cents, and retailers taking smaller quantities have had to pay 40 cents and over. Local supplies are considered sufficient, and deliveries of butter to Montreal still bulk large. Cheese is making high price history for its market at present, prices in the country going firmer even than last week. No less than 21 13-16c was bid at Peterboro, and exporters are buying cautiously at these tall figures only supplies to meet actual orders, so that there is rather less drain on available supplies for the trade in Canada. Still the combined export and home trade demand is in excess of production.

Butter—		
Creamery, prints		0 40½
Creamery, solids		0 40
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lbs., in tubs	0 33	0 35

Live Hogs Easier In Price By 50c

Good Supplies Reaching Market Sent Prices Downward—Dressed Hogs Are Firmer by 50c—Cooked Meats Down 1c

Toronto—

PROVISIONS.—Live hogs are easier in price by approximately 50c per hundred over the prices quoted last week. Live, fed and watered, are quoted at $10.90 per 100, while off cars the price paid is $11.15. There is a slightly easier tone in the market for cooked meats as a result of the conditions in the hog market. Cooked hams and shoulders are now down in price 1c per pound. Pure lard is slightly firmer in price, being quoted ⅜c up. There was a good run of supplies with a heavy demand for provisions of all kinds during the week.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17¾
Tubs, 60 lbs.	0 17¾	0 18
Pails	0 18¼	0 18½
Bricks, 1 lb., per lb.	0 19	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14	0 14¼
Tubs	0 14¼	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14¾
Bricks, 1 lb., per lb.	0 15½	15¾
Hogs—		
Dressed, abattoir killed		17 50
Live, fed and watered		10 90
Live, off cars		11 15
Live, f.o.b.		10 75

BUTTER IN SIGHT IS INSCFFICIENT FOR NEEDS

Toronto—

BUTTER.—The price of butter has held very firm during the week, although actual advances were not recorded in creamery prints. There were slight advances, however, in creamery solids of 1½c per pound. Dairy prints were also stronger, while dairy prints in the second grade sold at 34c to 35c, which was also an advance of 2c. The export market in butter continues good. A firming tendency in the butter, cheese and egg market was the burning of Flavelles, Ltd., at Lindsay, Ont., during the latter

part of last week, when a stock approximately of the value of $400,000 went up in smoke. There seems small prospect of easier butter prices.

Creamery, prints	0 39	0 41
Creamery, solids	0 38½	0 39½
Dairy prints, choice, lb.	0 37	0 39
Dairy prints, lb.	0 34	0 35
Strong bakers	0 32	0 34

CHEESE PRICES STRONG AND DEMAND STILL GOOD

Toronto

CHEESE.—Cheese prices held strong during the week, although advances were not recorded. Sales at some of the boards in Ontario were recorded as high as 22c per pound. The demand continues heavy with a steady volume of export business. Cheese is also one of the commodities that can hardly be expected to have easier prices as long as the war continues. It is one of the staple food commodities for the soldiers.

Cheese—		
Cheese, large, per lb	0 21½	0 22½
New, twins, per lb	0 22½	0 23
Triplets, per lb.		0 23
Stilton, per lb.		0 23½

STORAGE EGGS ARE NOW MAIN SOURCE OF SUPPLY

Toronto

EGGS.—With the failure of sufficient members of fresh eggs to reach the market storage eggs are now filling the needs of consumers almost exclusively. The hens have either stopped working or the dealers at country points are holding up shipments for better prices. There has been a good export demand. Many Ontario commission men attended the convention of commission men in Chicago this week. It is expected firmer prices will prevail as the result of their deliberations. No advances were recorded during the week.

Eggs—		
New laids, cartons	0 43	0 45
No. 1 storage, ex cartons	0 35	0 36
Selects, extras	0 37	0 38

TURKEYS WERE SCARCE FOR THANKSGIVING DAY

Toronto

POULTRY.—There were very few turkeys in the market for the Thanksgiving trade. Those that did come out of the bush sold as high as 40c per pound at the retail stores. Thanksgiving coming so early hardly gives the turkeys a chance to wax fat enough for the toothsome dinner. People for the most part had to be content with chickens, ducks and geese. There were goodly numbers of these sold. Turkeys have not been a large crop this year due in large measure to the wet weather in spring. Following are the prices being paid by Toronto commission men fowl at Toronto:

	Live	Dressed
Spring Chickens	0 14	0 17
Hens, over 4 lb.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys, over 9 lbs. each	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

HONEY PRODUCERS SHOW DISPOSITION TO SELL

Toronto

HONEY.—There is a disposition on the part of producers to unload their honey, quite a number of inquiries are now being received by commission men for prices they are prepared to pay. There have been no large consignments reach the market as yet. Commission men are inclined to turn a more attentive ear to the prices asked by the producers. Honey is retailing at slightly firmer prices.

Honey—		
Clover, 5 and 10-lb. tins	0 11½	0 13½
60-lb. tins	0 11	0 12½
Comb, No. 1, doz.	2 40	2 75

Hogs Decline On Heavy Shipments

Butter Scarce At Advanced Price—Egg Receipts Light.

Winnipeg—

PRODUCE AND PROVISIONS. There was a further decline in hogs last week, and the market now stands at 10.00. There will be further declines if receipts continue heavy. There is now quite a sprinkling of spring hogs coming in, which is the beginning of the fall run. Provisions prices are unchanged, but there is another advance in pure lard, which took place in sympathy with the Eastern Canada and American markets. Lard is now on a basis of 17¼c tierces. Compound lard did not change. Creamery butter is advancing again, the price to-day for No. 1 being 37c. Butter is very scarce. No. 1 candled eggs are to-day 33c, and cartons 36c. Receipts are very light, and some firms are drawing on their storage stocks. Cheese is selling at 23c and 23½c.

Hams—		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 27½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure—		
Tierces		0 17¼
Pails		3 57½
Cases, 10s		10 65
Cases, 5s		10 80
Cases, 3s		10 95
Cartons		0 18¾
Lard, Compound—		
Tierces		0 13½
Tubs, 50s, net		6 86
Pails, 20s, net		2 85
Butter—		
Fresh made creamery, No. 1 cartons		0 37
Creamery, No. 2		0 35
Best dairy	0 30	0 32
Regular dairy, in tubs		0 28
Cooking		0 28
Fresh Eggs—		
Extras, in cartons		0 36
No. 1's, cases		0 33
Cheese—		
Ontario, large		0 23
Ontario, twins		0 23½

Patrick Burnet et Frere, Montreal, have succeeded their father in the business, Mr. Burnet senr. having passed in September.

FLOUR AND CEREALS

(Continued from page 38.)

Flour and Feeds Firm at High Prices

Flour Mills Oversold—Country Dealers Booking Heavily—Feed Wheat Moving Freely.

Winnipeg—

FLOUR AND CEREALS. — First patents are quoted at 9.00, following the two advances of last week. Wheat closed a little lower last weekend due to better deliveries, but at present there is no indication that the market will decline to any extent. All flour mills are oversold, and are booking for prompt shipment, i.e., fifteen days—not immediate shipment. Country dealers are booking heavy, and cannot get flour fast enough to supply the consumer demand. Evidently the housewife is reconciled to the high prices. As far as the country consumer is concerned, that is, the farmer, he can afford to pay the higher price as he is getting high prices for the raw material. Rolled oats advanced to 2.75, and there are indications of still higher prices. Feeds are still on a firm basis, bringing $24 for bran, and $26 for shorts and middlings. Feed wheat is moving forward to the head of the lakes freely, and is being bought up at a cent premium over the ruling option of wheat. So far feed wheat is now affecting the feed market.

Flour—		
Best patents		9 00
Bakers		8 50
Clears		7 80
XXXX.		6 80
Cereals—		
Rolled oats, 80 lbs.		2 75
Rolled oats, pkgs., family size		3 90
Oatmeal, standard and gran., 98 lbs.		3 10
Cornmeal, 98 lbs.		3 00
Feeds—		
Bran, per ton		24 00
Shorts, ton		26 00
Middlings, ton		26 00
Mixed chop, ton		36 00

TRADE WITH SIBERIA

L. L. Wilgress, the new Canadian Trade Commissioner at Omsk, Siberia, has discovered an opportunity for inaugurating a direct trade with Siberia in Canadian canned and dried fruits. It would appear that before the war a quantity of dried apples from California and Australia were being shipped each year to the Siberian market through the medium of Hamburg houses. It is therefore thought that it might now be possible to develop a direct trade with the countries from which these fruits originated. The Russians are very fond of fruit and the consumption of apples in the chief centres of Siberia is large. The bulk of the supplies for this market comes from Turkestan, but as this fruit is not always of a high quality, the more well-to-do Russians are willing to pay a higher price for apples and other fruits of a better grade.

Armour's QUALITY PRODUCTS

Grocers of Canada

The broadest, strongest plan of real co-operation between the grocer and the manufacturer is the Armour plan. Our object is to make it easy for you to win, hold and multiply customers for the famous Armour brands of Quality Products. No efforts are spared to help you sell what we sell you. And what a line we provide!

Armour's Veribest
TRADE MARK

Ham, Bacon, Lard, Butter, Eggs, Canned Meats and Fish, Grape Juice, Soups, Ketchup, etc.

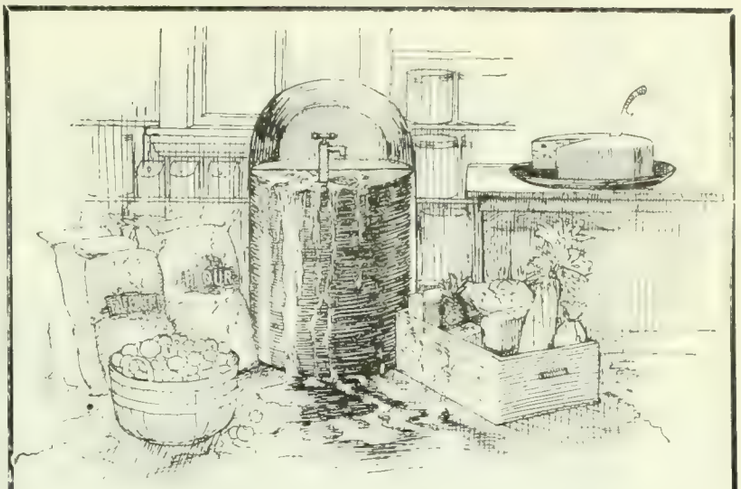
It will pay you to handle this Quality Product line, identified by the Armour Oval Label in blue and yellow. This oval is a trade-mark and *grade*-mark—known and trusted through all America. It is a real salesman.

A big collection of Store Signs and advertising material is at your service. Ask the Armour salesman or write us direct.

ARMOUR AND COMPANY

HAMILTON - ONTARIO

M-702



You Can't Afford this—

The old-style tank with its jigger pump reduces your profits by leakage, makes your store "oily" and "smelly" and causes a disgruntled customer every time you deliver any groceries that taste of coal oil. If you are still using this method of handling kerosene you could easily pay for a

BOWSER ESTABLISHED 1885

Self-Measuring Outfit

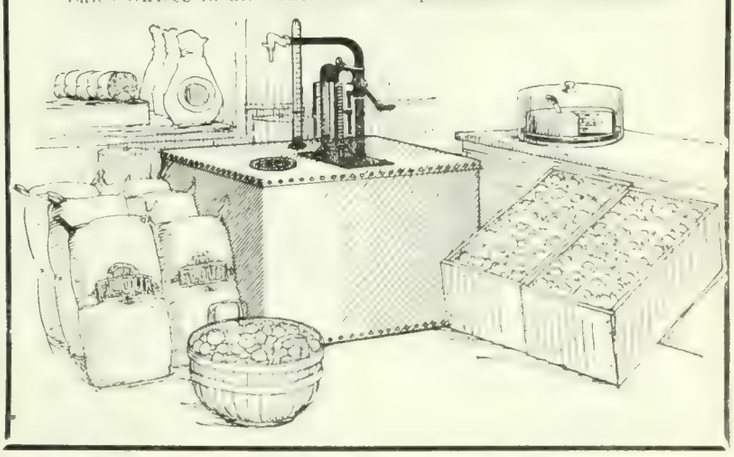
with what it's costing you to do without it.

The Bowser Outfit cuts off the flow of oil as soon as you stop pumping; it does not drip; it positively prevents evaporation; you save the oil and the foods; there's no oily smell; no dirty, oil-soaked floors; no odor—you get all your profit. The Bowser Outfit does away with the nasty oily measure and funnel—no necessity for washing your hands after every sale. You hang the customer's can on a clean nozzle and pump any pre-determined quantity.

We make outfits for floor use (as shown below) or you can have the tank installed in the basement and place the pump any place you want it upstairs.

There's money in handling kerosene if you handle it right—and the right way to handle it is with a Bowser Outfit.

S. F. BOWSER & COMPANY, Inc.
TORONTO, ONTARIO
Sales Offices in all Centres and Representatives Everywhere



If any advertisement interests you, tear it out now and place with letters to be answered.

YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.

Seasonable Goods

NOW ARRIVING

OYSTERS

H. C. ROWE & CO.'S
Celebrated Deep Sea Long Island Sound Oysters.

Scotch Finnan Haddies

from best curers

Extra Fancy Jersey Sweet Potatoes

Extra Fancy Cape Cod Cranberries

The House of Quality

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

	Screw Top Glass Jars 16 oz. glass 2 doz.case Per Doz.
Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

WAGSTAFFES'

the best

Hello!

The Jolly
Mincemeat
and Plum
Pudding
Season
is here again

Wagstaffes'

Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your **Mincemeat** and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Horse Brushes and Stable Brushes

Carry the "Keystone" line and protect your profits and ensure repeat demand.

Our "Dandy" Brushes are of extra tough material, fastened with steel wire into solid one-piece hardwood backs. That is the kind of brush a stableman needs—a brush that will stand up under any amount of hard treatment.

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

The New All-Canadian, All Wooden Washboard—*A serviceable, long-wearing washboard retailing at 20c.*

A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

The Wm. Cane & Sons Company

Limited

Newmarket, Ont.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$6 95
Reindeer Brand, each 48 cans	6 70
Silver Cow, each 48 cans	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.

Roast Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25.

Boiled Beef, 1s, 3.50; 2s, $7.50; 6s, $25.

Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.

Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.50.

If you could be certain that every article you sold were up to the standard of our coffees, you could rest assured that no one could get your trade away from you.

Chase & Sanborn
Montreal

TEA

Now is the time to secure your New Season's Japan Teas as the selection at this time is large and varied.

Write to us for samples and they will be cheerfully forwarded with quotations that will defy competition.

John Duncan & Co., Limited

Established 1866 MONTREAL

PURITY, STRENGTH and RELIABILITY

are the points in Cow Brand Baking Soda that have won for it the confidence of the best cooks everywhere. Cow Brand quality has always satisfied ever since its inception back in 1846.

Recommend it to your best customers. Results will count in your favor.

CHURCH & DWIGHT, Limited
Manufacturers **MONTREAL**

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, $1.50; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.50.
Ox Tongues, tins, ½s, $3.50; 1s, $6.50; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 12c lb.
In 50 lb. Tubs, 12c lb.
In 85 lb. Tubs, 11½c.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.90; 16 oz., $2.40; 1 gal. jars, $1.30; 5 gal. jars, $1.25 per gal.
Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.25; 12s, $9; 3s, flat, $1.75. Individuals, 70c doz.
Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.25; 12s, $9; 3s, flat, $1.75. Individuals, 70c doz.
Pork and Beans, Chili, 1s, 85c; 2s, tall, $1.40; 3s, flat, $1.75. Individuals, 70c doz. Tomato Sauce, 1½s, $1.15; Chili Sauce, 1½s, $1.15; Plain Sauce, 1½s, $1.15.
Pork and Beans, 1½, Chili Sauce, $1.15 doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.
Clark's Chateau Chicken Soup, $1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces	0 14⅛
Pails	$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 20 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles. cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat. 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 25
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 10
Lemon, 2 dozen	1 55
Orange, 2 dozen	1 55
Raspberry, 2 dozen	1 55
Strawberry, 2 dozen	1 55
Chocolate, 2 dozen	1 55
Peach, 2 dozen	1 55
Cherry, 2 dozen	1 55
Vanilla, 2 dozen	1 55

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

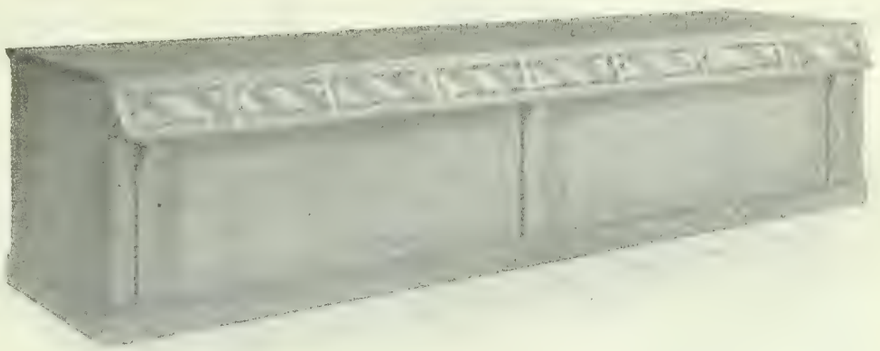
SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Old-style Counter is a Thief

It is stealing your goods, your time, your customers, your money! Throw it out. Save money and make money with an Arnett Grocery Counter. It's a storehouse, a show window and a counter that customers like to do business over, all rolled into one. Uses space now wasted. Stores dozens of items within arm's reach, lets you serve people quicker. Keeps your goods clean; you don't lose profits on wasted merchandise.

Find out about it now. Send a post card for the details.



THOS. LEWIS ARNETT
Manufacturers
SOURIS - - MAN.

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

Just a delightful change of flavor is

MAPLEINE

It reveals a taste which surprises all novices. Sell MAPLEINE. It will improve your business—it will create demand.

Order from:

Frederick E. Robson & Co.
25 Front Street E,
Toronto, Ont.

Mason & Hickey
287 Stanley Street,
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

When writing advertiser kindly mention that you saw his ad. in this paper.

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed under

"St. Nicholas" Brand

—

J. J. McCabe
Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

"EXCELSIOR"

—the brand of broom quality

TRADE EXCELSIOR MARK

If you are interested in brooms write us. Prices will be right in line with the market.

We don't slight our brooms in weight or quality when the market is high.

Excelsior Brooms for every purpose

For the Factory and Warehouse.
For the Carpet
The General Purpose House Broom
The Railroad Broom.
The Curling Broom.
The Toy Broom.
The Misses' Broom.
The Ceiling Broom.
The Whisk Brooms.

Manufactured by

J. C. SLOANE CO.

Owen Sound

Shoulders
Picnic Hams
Short Rolls

Fresh Pickled Smoked

These cuts are quoted at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.

LIMITED

HAMILTON

ESTABLISHED 1854

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.06½
40 lbs., 1 lb. pkg., White Gloss	.07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.07½
100 lbs. kegs, No. 1 White.	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters	.08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.08½
100 lbs., kegs, Silver Gloss, large crystals	.07½
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.12½
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06¾

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.07¾

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60, 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$ 3 00
2 lb. tins, 2 doz. in case...	3 00
5 lb. tins, 1 doz. in case...	3 40
10 lb. tins, ½ doz. in case.	3 30
20 lb. tins, ¼ doz. in case.	3 25
Barrels, about 700 lbs....	.04¼
Half bbls., about 350 lbs..	.04½
¼ bbls., about 175 lbs....	.04¾
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 38½ lbs.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	$ 3 50
5 lb. tins, 1 doz. in case....	3 90
10 lb. tins, ½ doz. in case.	3 80
20 lb. tins, ¼ doz. in case.	3 75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.	5 25
½ barrels, per 100 lbs.	5 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case....	$3 80
5 lb. tins, 1 doz. in case....	4 45
10 lb. tins, ½ doz. in case....	4 15
20 lb. tins, ¼ doz. in case...	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can.	$ 4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can	14.00	12.00	9.00

YUBA BRAND

2½ Can	$3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES

	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 85
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

To-The-Trade:

Buyers and sellers of

Hay and Potatoes

Denault Grain and Provision Co., Limited

SHERBROOKE, P.Q.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada

TORONTO

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from

Shippers and Packers of Pork, Frozen and other Meats, Dairy Produce, Canned Goods, etc.

CIF, FOB, and landed terms. Advances against consignments. References exchanged.

WM. THOMAS & CO.

General Provision Commission Merchants and Brokers

London Bridge House, London, S.E.

Telegraphic and Cable Address:—Prodairos. Tooley London, A.B.C. Code, 5th Edition.

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making a hit.

The quality that brings her back for more

is the quality embodied in our four quick sellers—

Queen Quality
Universal Fruit Sauce

Queen Quality
Chili Sauce

Queen Quality
Tomato Chutney
Worcestershire Sauce

A peculiar piquancy that wins the approval of the most discriminating taste has earned for these Taylor and Pringle Products a popularity that is pulling big results for dealers stocking them.

Try them out now. You won't be disappointed.

TAYLOR & PRINGLE

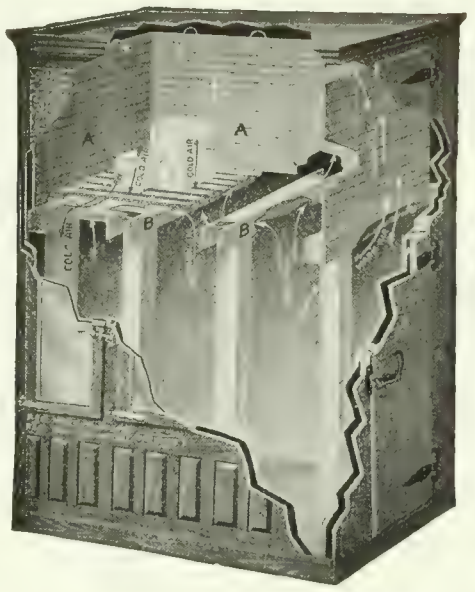
OWEN SOUND, ONTARIO

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON, - - CANADA

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

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BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Our Fall and Winter Number as a Book of Reference for Grocers

The coming Fall and Winter Number will be a very useful book of reference on matters of interest to grocers and their clerks.

During the next few months you will find many occasions when you will want to refresh your memory on matters dealt with in the editorial and advertising pages of this number. So hang up your copy in a convenient place, when not in use, and it will be handy at all times for reference.

You will want to consult your copy frequently on matters that come up in the daily round of business.

When planning for a sale you will want to make a study of the selling plans outlined in the editorial pages.

When about to put in a new window trim your clerks will like a fresh look at the window-dressing views among its illustrations.

When you have decided to develop some particular department of your business or to open up a new department, you will want to consider the plans carried out by other successful merchants.

When making selections of suitable lines round which to build your selling campaigns, you can examine the advertisements of manufacturers to get the information about different brands that will enable you to make a good decision.

When preparing your own advertisements you can study the descriptions given by the makers of the lines you intend to feature.

You can study the selling points of many lines advertised and use the same arguments in making sales to your customers.

When a customer asks for an article you do not carry you can look up the "Who Makes——?" Directory and find out where to get it.

When considering the purchase of store equipment of any kind the Classified Directory of Store Equipment Advertisers will give you the names of the principal manufacturers.

To locate the nearest manufacturers' agent handling a line you wish to stock, consult the "Who is Agent For ———?" Directory.

In making use of the three directories it would be a good idea to study the display advertisement of the firm you intend to write. It may contain the very information needed upon which to base an immediate order.

When sending in an order for goods you have seen advertised in The Canadian Grocer, or when ordering the same from travellers, please be sure to mention this paper. Do a favor when you can. Thank you.

Fall and Winter Number—27th October. Only two weeks more!

ADVERTISING DEPARTMENT,

The Canadian Grocer.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN -YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

POSITION WANTED

YOUNG MARRIED MAN, SEVEN YEARS' experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

One Inch Space
$1.05 Per Issue
on Yearly Order.

Who is Your Customer?

THE finding, holding and multiplying of customers is your great business—probably your great problem. There's no royal road—no priceless route—to them. The plain way to find, interest and persuade them is the well-traveled way, the way of Public Advertising.

But the ideal medium—what is it?

If you are seeking a single medium of potency, of prestige, of sufficient circulation, you will find it in

MACLEAN'S MAGAZINE

You know of this magazine, but do you know it through use?

It can't do everything, but it can do much. It can make your product, commodity or service known nationally—and this at small cost per annum.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

The Reputation and Standing of
Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Fish and Oysters

May we send you our weekly price list?

Halibut	Whitefish
B. C. Salmon	Lake Herring
Sea Herring	Pickled and Salt Fish
Smelts	Labrador Herring
Haddies	Lake Superior Herring
Fillets	Lake and Sea Trout
Bloaters	Salt Mackerel
Kippers	
Ciscoes	
Trout	

Oysters in 3 and 5 Gal. Tins.

Featuring quality sea foods during the coming months will be particularly profitable—our lines are always dependable. Get in touch with us. At present prices sea foods are more economical than meats.

Our facilities enable us to meet the most exacting demands of the trade. Give us a trial and be convinced that our service is entirely satisfactory. Read down list on the left, note what lines you require and get them with this week's order. You'll increase your profits by so doing.

Mail orders promptly attended to.

Telephone Main 6565

Seasonable Fruits

Cranberries	Spanish Onions (in cases)
Valencia Oranges	Domestic Onions (in bags)
Jamaica Oranges	New Nuts
Sweet Potatoes	Dates
Cal. Tokay Grapes	Grape Fruit
Almeria Grapes	
Lemons	

We can supply you with seasonable fruits of first class quality—just the kind that make discriminating customers come again.

Note our list at the left. Check off your requirements, then let us hear from you. We guarantee immediate delivery and entire satisfaction.

Our prices are right and our service is the best. Write us now while you think of it.

White and Company, Limited

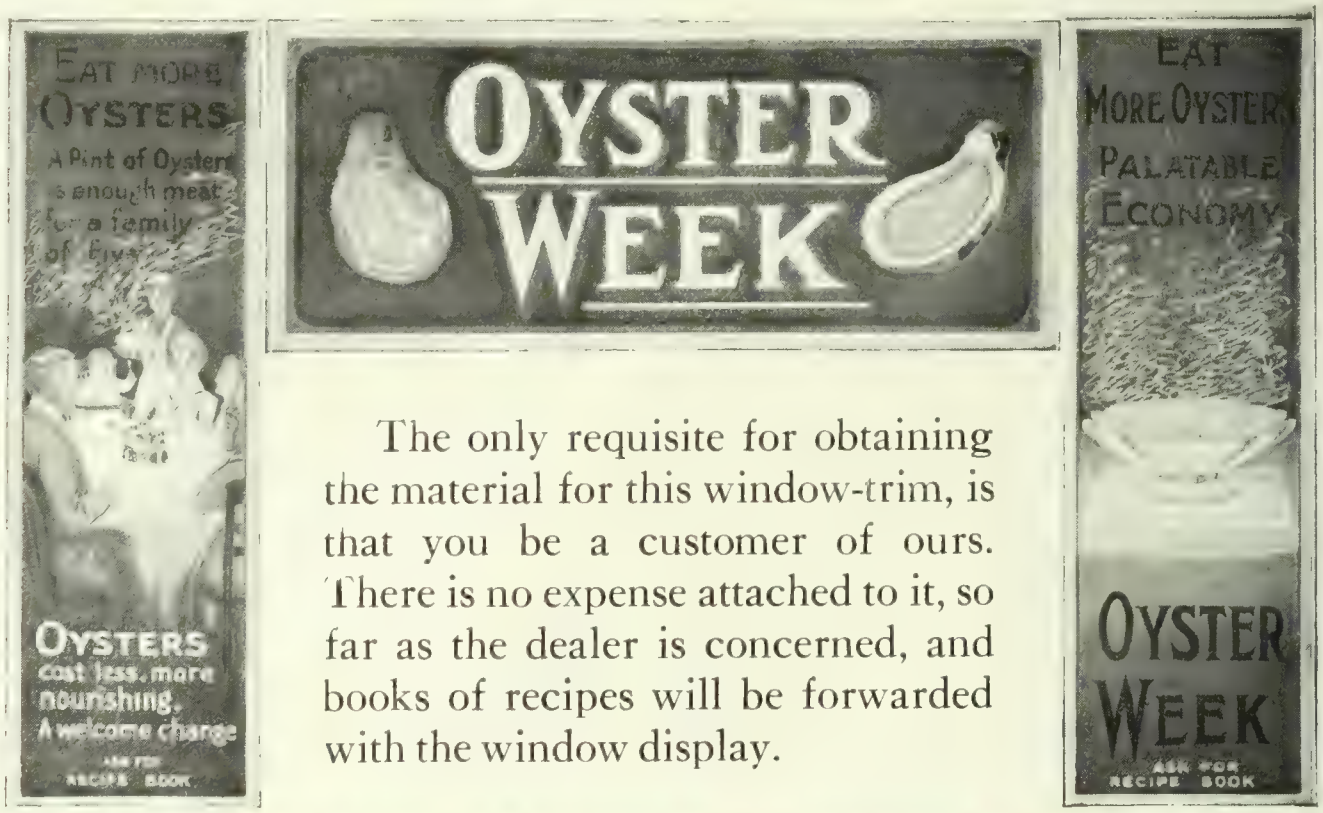
TORONTO and HAMILTON

Canada's Premier Fish and Fruit House

OYSTER WEEK
Nov. 6-11

The accompanying cuts are from an electro made from a half-tone, and are only intended to give you an idea of how they are to be installed in your window. Whether the upper or lower positions are used, should be regulated by the size and shape of your window. The trim will be in three separate pieces, so they can be adjusted to either of these positions. The window-trim that will be sent you is a lithograph in colors, and we believe it will appeal to your good taste.

Let us ask again that you make a strong stand in the matter of quality, and obtain a price that will bring you proper returns. Increased sales mean a quicker turnover for you, allowing your purchases to be made more frequently, keeping your stock fresher, which in itself will contribute to a further increase.



The only requisite for obtaining the material for this window-trim, is that you be a customer of ours. There is no expense attached to it, so far as the dealer is concerned, and books of recipes will be forwarded with the window display.

CONNECTICUT OYSTER COMPANY, LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 Jarvis Street TORONTO, CANADA

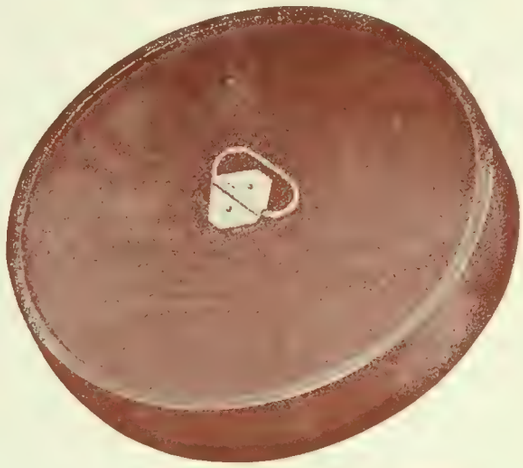
CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

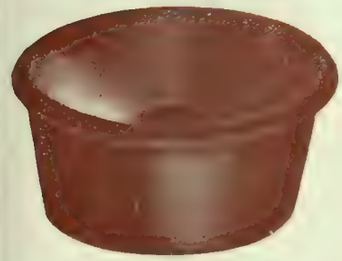
Vol. XXX PUBLICATION OFFICE: TORONTO, OCTOBER 20th, 1916 No. 42

BUTTER OR SPICE PAIL



BARREL COVER—2 SIZES

WASH TUB OR BABY'S BATH TUB



CUSPIDOR 2 SIZES

The most modern product of a modern factory is

Indurated Fibreware

Light to handle—easily cleaned—and throughout its almost everlasting life of an attractive appearance.

Write to EDDY for catalogue.

GENERAL UTILITY OR "STAR" PAIL

Look for our double page advt. in the Fall Number giving some reasons for the Superiority of Fibreware.

This Counter Display Stand will Attract and Remind Your Customers of Their Needs

Nearly all your customers use O-Cedar Polish. Those that don't use it, know about it and only need to have it brought to their attention to place an order for it. An attractive, prominent display will bring you scores of orders you would not otherwise get. They will see it and will order it while they think of it. This

O-Cedar Polish

(MADE IN CANADA)

COUNTER DISPLAY STAND IS GIVEN FREE WITH THE FOLLOWING ASSORTMENTS

Display Deal No. 61—

7½ doz. 4-oz. O-Cedar Polish, retailing at $22.50
3 doz. 12-oz. O-Cedar Polish, retailing at 18.00
1 only Counter Display Stand Free.

Display Deal No. 62—

2½ doz. 4-oz. O-Cedar Polish, retailing at ..... $ 7.50
5½ doz. 12-oz. O-Cedar Polish, retailing at 33.00
1 only Counter Display Stand Free.

ORDER ONE OF THESE DISPLAY DEALS FROM YOUR JOBBER TO-DAY.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

PURE and DELICIOUS

Borden's Reindeer Coffee and Reindeer Cocoa are steady, satisfactory sellers at all seasons,

but particularly during the cold winter months, when their sweet, rich flavor and the ease with which they are prepared commend them to every busy housewife.

That they will please your customers may be inferred from the fact that they have given unqualified satisfaction everywhere, even to the proverbial, "hard-to-please." The well-known Borden quality is so well embodied in each of these delicious products that first purchases invariably develop into profitable repeat orders.

When you sell Borden's Reindeer Coffee and Reindeer Cocoa you are selling lines of proven quality, lines that are bringing bigger profits to grocery dealers everywhere. A trial supply will amply demonstrate the truth of our claims. Why not send your order to-day?

Borden Milk Company

"Leaders of Quality"

MONTREAL

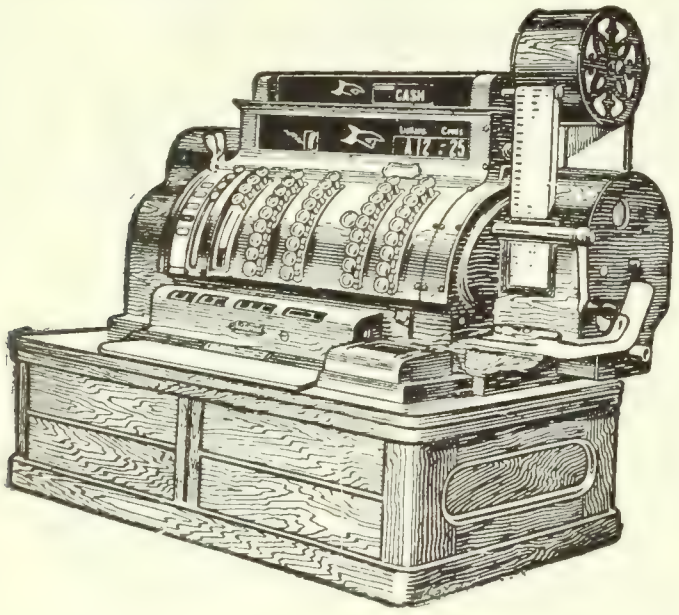
Branch Office—Arcade Building, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

The Story of the New NATIONAL CASH REGISTER

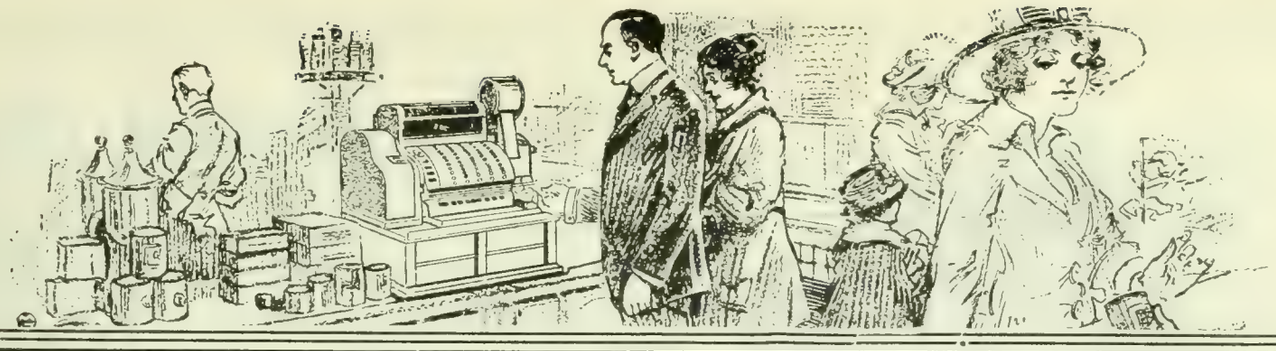
"I AM the National Cash Register. Years ago when I first saw the light I was merely a convenience for the merchant, ringing a bell which warned him every time the cash drawer was opened. Since then I have grown and to-day my service covers a score of uses, benefits not only the merchant, but clerks also, and customers, children, servants alike.

"EACH and every transaction made in the store where I stand must be attended to through me. I compel the clerk to make a record every time a customer purchases goods for cash. At the same time I print a receipt on which I record the correct amount of the sale, the consecutive number of the sale, the date on which the sale was made and the initial of the clerk who made the sale. Then when a customer buys goods on credit, I again force the clerk to make a record of the transaction. The merchant who owns me willingly confesses that for this service alone I have fully recompensed him for whatever I have cost him.



"ALL the customers who deal at this store have a special interest in me. The receipt which I print—in less than two seconds—saves them from the need of paying bills twice. More than that, it prevents them from being overcharged. And when they pay money on account for goods they have purchased on credit I insure them that a proper record and receipt is printed. Thus, I save them from much worry and disputes

If any advertisement interests you, tear it out now and place with letters to be answered.



with clerks and merchants. Then, again by giving this receipt accurately and automatically, I protect servants and children against temptation and unjust suspicion. And when change of goods is desired the receipt I give proves where the goods were purchased.

"ABOVE all, I am the friend of the clerk. I do not merely protect them against temptation—I show the merchant which is his most efficient and valuable

clerk. For I record his initial on the sales-slip showing the number and the amount of the sales he makes. I teach him not to make mistakes. And not least, I help him to give quick and prompt service, throughout all this I make book-keeping easy—mere child's play. Thus there is more time to brighten up the store, attend to window displays and make everything more attractive to the customer.

"Such is my story, briefly told. It has one moral — I am a necessity wherever money transactions take place."

MR. MERCHANT,—Don't forget, NOW is the time to make money. The harvest is ripe. Will you reap it with an old-time sickle or an up-to-date self-binder? Our new models are as far ahead of old registers as the self-binder is ahead of the sickle. One is made particularly suitable for your type of store. Write for full information now.

NCR SERVICE

LOOK FOR THIS SIGN IN THE WINDOW.

THE NATIONAL CASH REGISTER CO. OF CANADA LIMITED

Christie St., - TORONTO

To the National Cash Register Company of Canada, Limited, Toronto, Ont.

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have ——— salesmen in our store. We have a register ——— years old. Principal lines of merchandise are:

.....

Firm name.....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Give great prominence just now to

"Griffin's Seedless Raisins"

Sell more by suggesting more—and suggest more dried fruits—G. & S. brands by preference.

Order from your jobber.

It's an ill wind, etc.

The fruit shortage in Canada must throw a big demand on grocers for dried and canned fruits. Those Grocers are wise who see this and deliberately set about the business of teaching their customers to use

Griffin and Skelley's
BRANDS

Peaches, Prunes, Apricots and Raisins, etc.

—so good that customers order them again and again; and so useful that they meet the needs of every thrifty housewife. *Be sure* to provide the *G. & S.* lines, *always the best—only the best!*

The Only Cap

which meets all your requirements and absolutely eliminates possibility of contamination is the famous ANCHOR CAP.

More sanitary than any other, the ANCHOR CAP will keep your product fresh as the day it was first sealed. This cap is no experiment—its reliability has been proven by many of the most successful packers of foodstuffs in Canada and United States.

To secure a perfect product you require just two things—perfect cleanliness and ANCHOR CAPS.

We'll send you samples and particulars.

A perfect seal is essential to a perfect product. You can get it with ANCHOR CAPS.

Sealed with Anchor Caps

Anchor Cap and Closure Corporation of Canada
Limited

50 Dovercourt Road **Toronto**

If any advertisement interests you, tear it out now and place with letters to be answered.

Tell Your Customer About Simcoe Beans

Ask her to try Simcoe Baked Beans. The process of preparation is reduced to simply heating them. Perhaps one in a thousand can prepare home-baked beans to be as delicious and perfectly cooked as "Simcoe" beans, but the other 999 cannot and have their trouble for nothing.

Plain, or with Tomato Sauce, Chili Sauce or Pork.

Sell Simcoe Baked Beans! You will please your customer and insure "repeat" sales. You will also be a member in good standing of the "Made-in-Canada" Club.

DOMINION CANNERS LIMITED

HAMILTON :: :: CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Why You Should Feature KING GEORGE'S NAVY

Sell King George's Navy by the dollar's worth

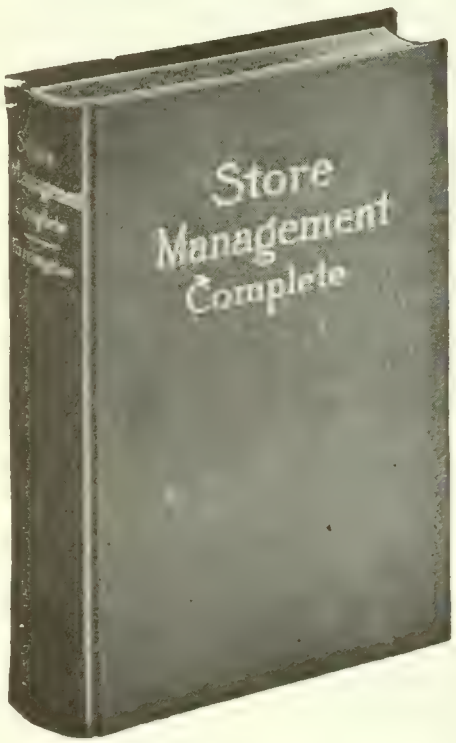
A little suggestion along this line is sure to pull good results. Let the men folk know you handle "**King George's Navy,**" get them started using it and it will be an easy matter to sell it by the dollars' worth afterwards.

There's a good profit in the sale of "**King George's Navy.**" Just try out a sample order.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

> CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Clark's Spaghetti

with Tomato Sauce and Cheese

is one of the most popular dishes with the

CANADIAN PUBLIC

To-day

Get right in line for your share of the trade and

STOCK NOW

W. CLARK, LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

DIAMOND BRAND California Walnuts

are tested Nuts, guaranteed 88% crack, scientifically grown — rich, full-meated Nuts from California groves which produce the best Walnuts in the world.

IN BULK

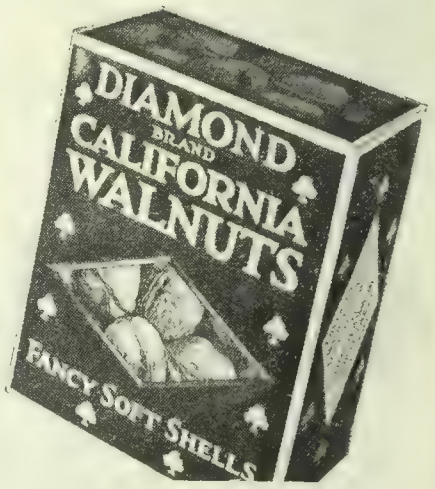
Packed in 100 lb. (net weight) burlap bags. All highest grade Nuts of light color. Tested and approved by association inspectors.

ALL DIAMOND BRAND Walnuts are in jobbers' hands in time for distribution to dealers for their early trade.

IN 1-LB. PACKAGES

Lithographed red and green consumer packages, containing 16 oz. net, make an attractive proposition for dealers. No time wasted weighing and wrapping. No loss from pilferage, overweight, or broken, unsaleable Nuts. Packed 5 doz. cartons to the case.

Your Jobber Can Supply You.



CALIFORNIA WALNUT GROWERS ASSOCIATION DIAMOND BRAND

Specify "DIAMOND BRAND"

CALIFORNIA WALNUT GROWERS' ASSOCIATION
LOS ANGELES, CALIFORNIA

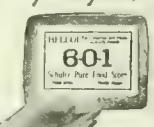
Jos. E. Huxley & Co., Winnipeg. ARTHUR P. TIPPET & CO. Montreal Toronto Arris, Campbell & Gault, Vancouver.

WHEN BUYING MINCE MEAT INSIST ON

WETHEY'S

Suppose Each One of Your Customers

was reminded of your name, telephone number, or special brands, practically every day in the year with a message something like this—



What would it be worth to you? And reminded too at a time when she is thinking of her grocery wants.

Thousands of Grocers place an exceedingly high value on the advertising feature of printed *Star Egg Trays*.

It is simply another "profit-producing" feature of the *Star System*. One which produces dollars in new business at a cost of only a few cents per week. Booklet S-221 tells all about it. Ask for a copy.

STAR EGG CARRIER & TRAY MFG. CO.
JAY ST., ROCHESTER, N. Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

GIPSY
Stove Gloss

does not live on any past reputation - - - - it's up-to-date.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. L. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

A Reminder from the Old Country
Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co Limited
SARNIA - ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers
Some special low offerings in new Japan Teas now in transit.

WANTED
10,000 BAGS Delaware
POTATOES
Delivery one third each month
January, Feb'y, March, 1917.
FRED J. WHITE
TORONTO CANADA

FEATURE FOR THE TRENCHES
G. Washington's Refined Coffee
Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co., Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East, Winnipeg

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

QUEBEC'S RESPONSIBLE BROKERS
Our present excellent trade connection is the result of 25 YEARS OF EXPERIENCE.
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 Dalhousie Street, - - - Quebec City.

Important Notice

Have you observed the extra fine quality of late of

St. Lawrence DIAMOND Golden Yellows

They are perfection in colour and grain.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

To-The-Trade:

Buyers and sellers of

Hay and Potatoes

Denault Grain and Provision Co., Limited

SHERBROOKE, P.Q.

ROSE & LAFLAMME LIMITED

Commission Merchants

Grocers' Specialties.

MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for

The Maple Leaf Milling Co., Ltd., Toronto

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from

Shippers and Packers of Pork, Frozen and other Meats, Dairy Produce, Canned Goods, etc.

CIF, FOB, and landed terms. Advances against consignments. References exchanged.

WM. THOMAS & CO.

General Provision Commission Merchants and Brokers

London Bridge House, London, S.E.

Telegraphic and Cable Address:—Prodairos. Tooley London, A.B.C. Code, 5th Edition.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Reliable Salt

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

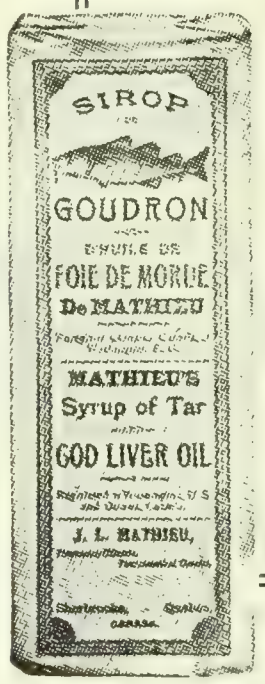
Windsor Table Salt

Made in Canada

THE CANADIAN SALT CO. LIMITED

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

Ask Your Wholesaler for

PURITY OATS

Made in Canada

SPECIAL OFFER

Special discounts on 5, 15 and 25 case lots, net, freight prepaid. This applies to both Regular and Family sizes.

Made from the finest of Alberta oats—the whitest, lightest, fullest and most delicious of all oats,—in attractive, air-tight tube, and a valuable coupon in each large size package.

That's the irresistible combination that makes Purity Oats such a splendid seller. Write for prices and free window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid

If any advertisement interests you, tear it out now and place with letters to be answered.

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

You Will Sell MORE
LIQUID VENEER

if you will feature the L-V Dust Cloth in connection with it. You will easily **double** your sales on the 50-cent size at no extra cost to you.

No customer can fail to see the great value in this offer. You may give her a fine, large, 25c L-V Crepette Dust Cloth, free, with a purchase of a 50c bottle of Liquid Veneer on any Friday. We keep you supplied with Dust Cloths free of charge.

One dealer sold 413 50c bottles in one day as a result of this offer. Hundreds of others are doing as well.

There is no magic about this. It's a safe and sane business-getting plan which will help *you* as it has helped others.

This offer is being advertised to your customers. Write us for details.

BUFFALO SPECIALTY CO.
Buffalo, N.Y., U.S.A. - Bridgeburg, Ont., Canada

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED
HAMILTON, - - CANADA

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

What does Tartan Brand mean to you?

To grocers the country over it stands for satisfied customers, bigger sales and better profits. They found that the quality embodied in every Tartan Brand Product was such as met the requirements of the best trade in their communities.

Satisfied customers are the best advertisement for any store, and this advertising Tartan Brand gives you. We reiterate again we want none but satisfied customers, and believing that we can satisfy you we respectfully solicit your patronage. Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, and Jelly Powders are all leaders. Let us supply your needs.

We can furnish you with a splendid line of fancy groceries, foreign and domestic. Ask us. Mail orders a specialty.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Fresh, sound, sun-ripened fruits, and pure cane sugar processed by experienced jam makers in our own splendidly equipped factory —that is the secret of Furnivall quality.

Feature Furnivalls for better jam sales.

Furnivall-New, Limited

HAMILTON, CANADA

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal** W. S. Silcock. **St. John, N.B.** MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A.E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

Every sip is a sip of satisfaction

and right there is the reason for the ever growing popularity of Minto Tea

Take advantage of Minto popularity. Stock a trial supply and note how it sells.

MINTO BROS., 284 Church Street, TORONTO

EMPLOY THE ABLEST EXPERTS

Grocers to-day have so many thnigs to attend to in order to make a success of their business that they have not time to become tea experts. When you push Red Rose Tea you have working for you steadily the very ablest tea experts in the business, men who have been tea experts from their youth up, and their fathers before them. Their knowledge and skill provide you in Red Rose Tea with a blend that gives your customers the very best value in tea possible for the price. And remember that this quality is always kept absolutely uniform, always up to its past high standard.

It Will Pay You to Recommend Red Rose.

MR. CLERK
YOUR SPARE TIME

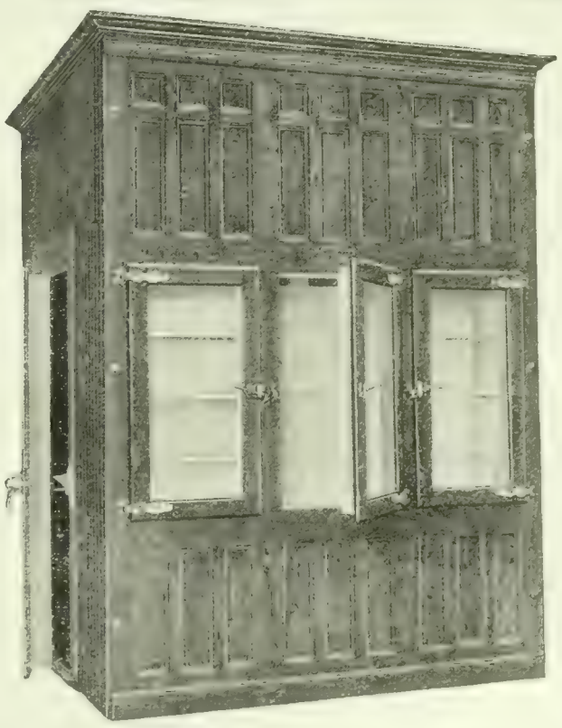
WHAT do you do with it? By that we mean, is it **bringing you** any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of **clerks** throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no **obligation**, we'll be glad to tell you all about it. Drop us a line **To-Day.**

The MacLean Publishing Co.
Dept. C.G. **143-153 University Ave.**
Toronto **Canada**



There is only one refrigerator to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910 1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Keen's Oxford BLUE

Known the World Over

Mr. Grocer—

When you sell KEEN'S OXFORD BLUE you satisfy your customer and bring her back to your store.

You cannot sell better Blue than KEEN'S OXFORD BLUE, because it is

THE BEST BLUE IN THE WORLD.

CANADIAN AGENTS:

Magor, Son *and* Company, Limited

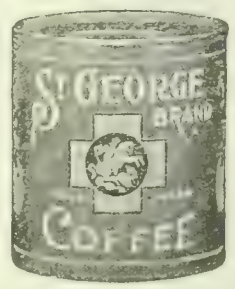
191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

A quick turnover and a good profit

—that's the rule when MALCOLM'S MILK PRODUCTS are featured constantly in the window and on the sales counter. They have long ago established a selling record that places them ahead of competitors in business-building, profit-making popularity.

You cannot afford to omit the Malcolm Lines from your Made-in-Canada displays. It will pay you to constantly feature them—first sales spell steady repeat business.

Malcolm's Milk Products have opened up bigger business for dealers everywhere. They'll do the same for you.



Delivered Prices List.

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.75
Banner Condensed Milk, 4 doz. in case	5.75
Princess Condensed Milk, 4 doz. in case	4.75

We deliver 5 case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

The Malcolm Condensing Co., Limited, St. George, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, OCTOBER 20, 1916 No. 42

Ontario R.M.A. Plans Are Changed

Membership Fee to be Raised to $10 a Year—Some Doubt as to Question of Paying For Financial Paper to be Supplied Members—Full Meeting of Board to be Called.

FOLLOWING the announcement in CANADIAN GROCER last week of the new plans of the Ontario Board of the Retail Merchants' Association, the matter has been reopened. The proposition as outlined then has been abandoned, and a new arrangement has been drawn up, which has had the endorsation of the executive members. It will be submitted for ratification at a meeting of the full Ontario Board, to be called shortly.

The first arrangement was to raise the membership fee from $6 to $15 and to supply the members with a Montreal financial paper and one trade paper to be selected by each individual member. Out of the $15 fee, payment would be made to the Montreal financial paper of a proportion of the subscription, and also to such trade papers as were supplied under the arrangement. Mr. Beaudry, treasurer of the Dominion Board was to be appointed manager, treasurer and trustee of the Ontario Board, with full power to handle the affairs of the provincial association and to make whatever arrangements he found necessary to liquidate the deficit of the Ontario Association.

In the course of the wide discussion in R. M. A. circles that followed the announcement of this plan, it developed that the proposition, although it was announced as coming from the Dominion Board, had not in reality received the sanction of the Dominion Board. Certain Dominion officers had favored it, but definite ratification had not been secured. It developed, in fact, that such an arrangement would not be legal under the constitution, Secretary Trowern pointing out that the Dominion Board could take only $1 per member from any provincial association, while the Ontario proposition called for a larger contribution to Dominion funds. In any case it was decided that the proposition as first outlined would not be acceptable, and a new plan was submitted at a meeting of the Ontario executive held in Toronto this week.

The New Plan

The new plan is to raise the membership fee from $6 to $10. This sum will be divided as follows:—$1 to the local association, $1 to Dominion Board, $4 for organization purposes, $4 for Provincial Board. The Provincial Board will supply members with the weekly Montreal financial paper.

The Dominion secretary, Mr. Trowern, is to start a weekly bulletin service of news of the association, which will be sent to all trade papers as well as to the Montreal publication. The arrangement putting Mr. Beaudry in as manager, treasurer and trustee of the Ontario Board was ratified. Mr. Beaudry will not receive any salary in this capacity.

This, in brief, is the outline of the new arrangement, but in certain details it still seems uncertain, and it is probable that more definite arrangements will have to be made. For instance, although the financial paper in question is to be supplied, the official resolution, ratified by the executive, does not specify on what terms this is to be handled other than that anything paid for it will come out of the $10 fee. Mr. Trowern informed CANADIAN GROCER definitely that the paper would be supplied by the publishers direct to the members, and that it would be free. This arrangement, however, would be contrary to postal regulations, and it is certain that the arrangement cannot be left on that basis. Another member of the executive stated that his understanding of this part was that the Ontario Board would supply the paper, but that the arrangements made with the publishers could not be announced. A definite plan will be arranged for submission to the full meeting of the board.

The Provincial Board consists of one representative from each local association. A full meeting will be called within the next three weeks to discuss the proposition as it now stands.

Not in Other Provinces

Mr. Trowern states that the new proposition applies to Ontario only, and will not be submitted in other provinces. Fees paid in other provinces are already higher than in Ontario.

Organization in Quebec

It is understood that a strong organization campaign is to be launched in Quebec at once, and that Mr. Beaudry is accepting a position on salary in that province to handle association affairs generally and to direct the campaign.

NEWS OF THE TRADE

A. E. Perkins, Fortune, has started a general store business.

Kimmelman & Tupper, Bashaw, general merchants, are commencing business.

Rosedale Coal and Clay Products Co., Drumheller, are opening a general store.

W. R. Finn, grocer, Medicine Hat, is reported to be adding hardware and harness.

W. H. Stone Co., who have hitherto done an exclusive grocery business at their St. John's branch, Winnipeg, are adding several new departments, and for that purpose are doubling the capacity of the store.

Edward Nicholson, formerly a well-known broker in Winnipeg, has accepted the position of buyer for the Mutual Purchasing Co., Winnipeg, and will buy for most of the Nash wholesale grocery houses in Western Canada, and many of the grocery lines, such as nuts, used in their fruit branches. Mr. Nicholson is anxious to get in touch with brokers, manufacturers and shippers in both Eastern and Western Canada.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 20 —Semi-Script

WE have previously pointed out the importance of the lettering, above everything else, on the show card. This cannot be too strongly emphasized. The lettering must be of a plain and readable design and therefore I shall point out how an obscure form of lettering may be transferred into a very practical one.

The lesson this month is based on the old style script which bore many curves and flourishes. Naturally these rendered ready reading difficult, but in order to utilize the old style you must thin out these obscuring elements just enough to bring out the form of the lettering itself.

In the first place, a most important point is to form the letters at a uniform angle as illustrated by Fig. 1. In laying out the word, before the color is applied, light pencil lines are drawn a half inch apart and at the angle desired for the lettering. These, along with the four regular horizontal guide lines, are sufficient to enable you to get the lettering properly balanced at a uniform angle. One letter at an off angle is like a soldier out of step.

Script, or rather semi-script, may be made by either outline or single brush stroke. Of the two, outline is preferable for a clear cut letter though the brush stroke is quicker. However, script is not used to any great extent, so the little extra time would be well expended.

The outlining may be done with either a broad pen or a small brush. I usually use the pen myself but you may have better success with the brush. Use the heavy carbon ink for the pen outline work and fill in later with cardwriters' black, using a brush.

This lesson is only a starter for you in modern script lettering. Magazines are full of new ideas in this form of lettering, drawn by high-priced artists, and those ideas are useful for show card purposes. Be sure you thoroughly master chart 19 before attempting anything new.

THE CHART

The forms of script lettering shown in the chart are only a few of the many varieties which are used for show card and other advertising purposes. The main idea, I repeat, is to combine utility and grace. (Have a good, readable type that will join up into words gracefully.)

Lower Case.

The "a" is composed of six separate strokes. Note that strokes 1 and 2 are furthest apart at the centre of the letter. These two strokes make a good combination to practice.

"b's" first two strokes come to the upper guide line. Strokes 4 and 5 are of similar formation to 1 and 2 of "a" but are reversed. Practice these often.

"c" is composed of five distinct strokes. This letter needs a lot of practice so as to balance it up properly. Note the angle at which it slants.

"d" makes a very graceful letter. It is of similar formation to the "a." The difference being the extending of strokes 4 and 5 to the upper guide line.

"e" is a letter that, when mastered, can be made very rapidly. It only has four strokes in its construction.

f. Care must be taken to get this letter at the right angle. Should you not do so it would spoil the whole word in which it was used. Practice well the long sweeping strokes 1 and 2.

You may experience difficulty with the "g" formation but you can master it with continual practice.

Strokes 1 and 2 of "h" must be kept parallel with one another. Strokes 4 and 5 make a good pair to practise together.

The "i" is just a repetition of strokes 4 and 5 of the letter "a."

"j" is one of the letters that comes to the lower guide line. Note how strokes 1 and 2 come together at the bottom.

You will need to practise strokes 4, 5, 6 and 7 of "k" many times before you get them to appear graceful.

"l's" formation appears in other letters. Practice often.

To make "m," a nice swinging letter, care must be taken to get the six main strokes all at the same slant.

"n" is of similar formation and needs much practice.

"o" is composed of six separate strokes. This letter needs practice.

Strokes 3 and 4 of "p" are the same as 5 and 6 of "o."

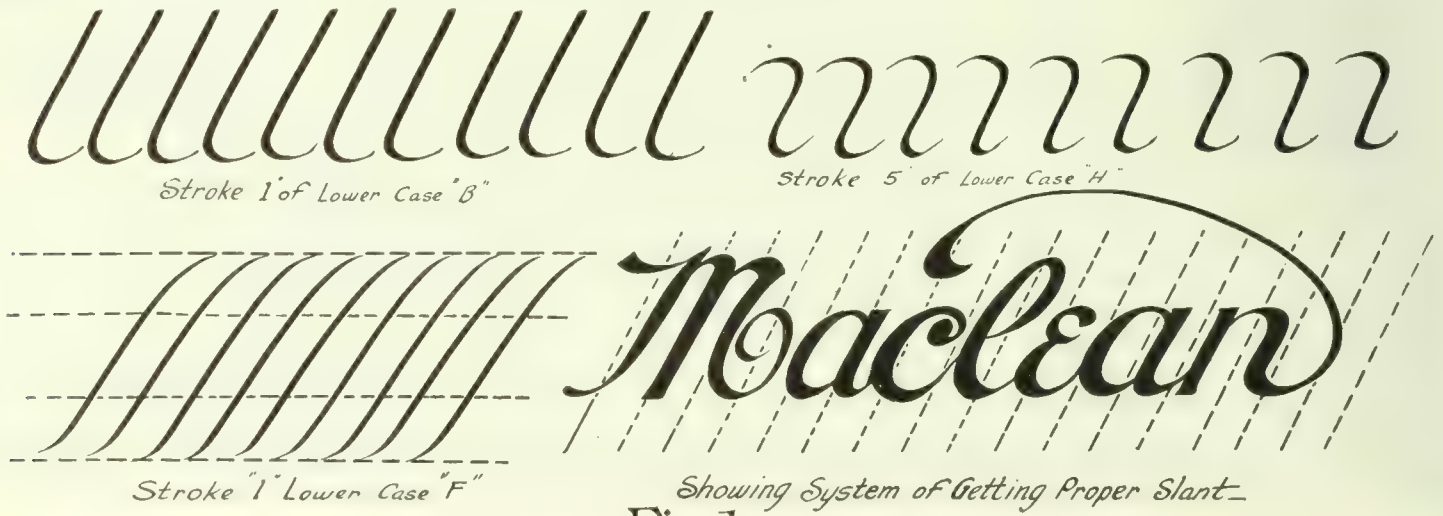


Fig. 1.

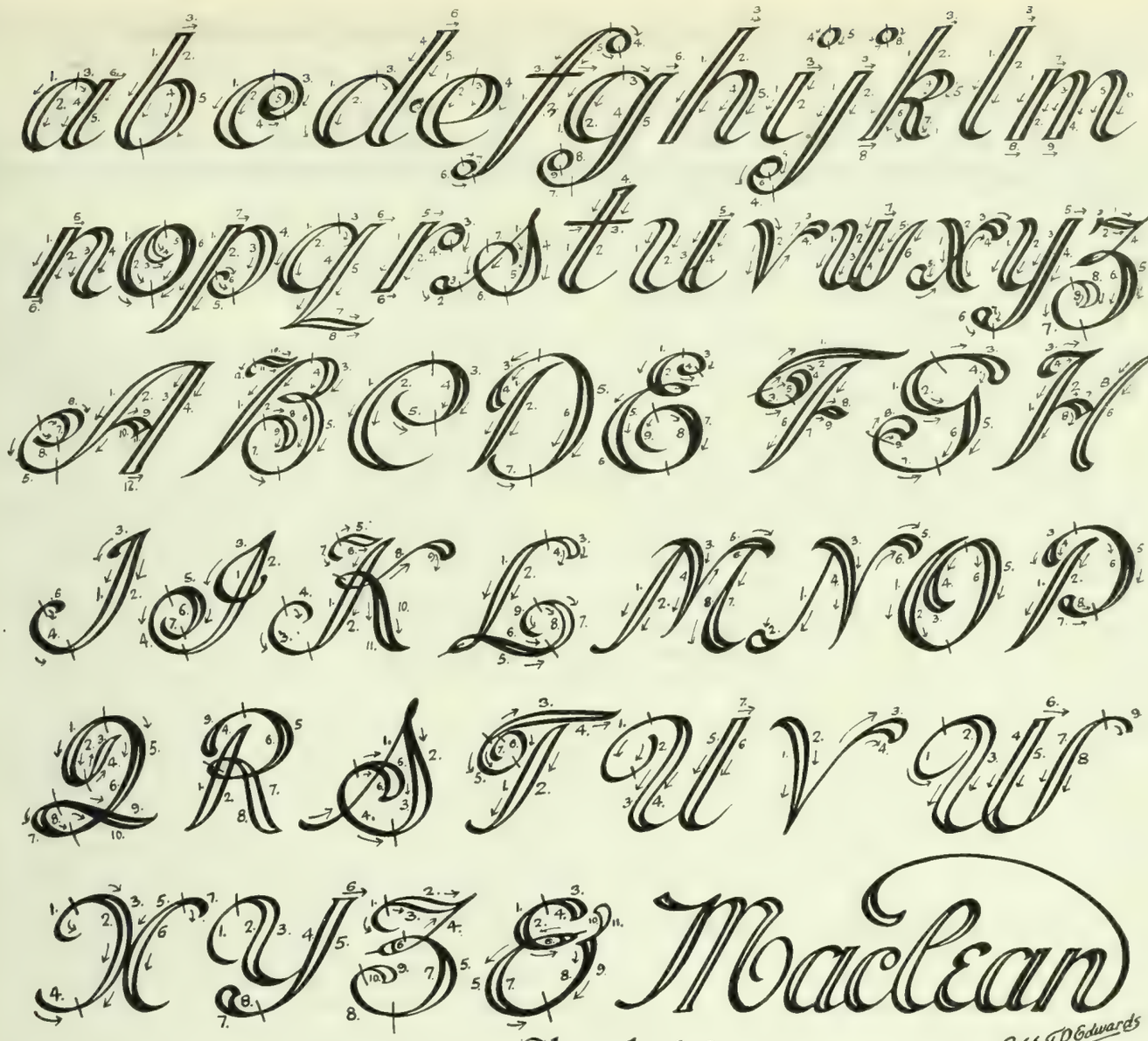


Chart 19

Note the sameness in the formation of the "q" and "g." The only difference is in the lower section. Practice strokes 7 and 8 often.

"r" is simple letter, but you need to pay attention to strokes 3 and 4.

"s" is the stumbling block for many amateurs. Note where the cross bars mark the beginning and ending of strokes.

The curves at the lower ends of strokes 1 and 2 of "t" and "u" appear often throughout the alphabet and need much practice.

You will experience difficulty in getting the "v" at the right slant. Practice counts.

The "w" is of similar formation to the "u" with strokes 5 and 6 added. This letter requires a great deal of practice.

The "x" is completed with five strokes. As these strokes do not appear in other letters it is necessary that you give them an extra amount of practice.

The "y" is a very graceful letter and works in nicely

The "z" is composed of nine curved strokes. This letter is not used as much as the others but its formation should be learned.

Upper Case

The upper case script shows more curved lines than does the lower case. For this reason all upper case letters should not be used for making up a word. No more than one must be used to each word and that at the beginning.

A shows a nice combination of strokes in 1 and 2. Practice well the diagonal strokes 3 and 4.

B is composed of all curved lines. This is one of the most difficult letters to master and requires a great deal of practice. All those strokes on the right side of the letter need special attention.

"C" is a five-stroke letter and is not unlike the lower case "c." All its lines appear in other letters.

"D" is another all curve letter. Strokes 5 and 6 should be practised many times.

The "E" shows a variety of curved lines which when made correctly form a very graceful letter. Practice often.

The upper part of the "F" requires a lot of hard practice. This is the first time these strokes have appeared.

Practice often the combination strokes 1 and 2, and 5 and 6. It will take you some time to get these joined up properly.

The formation of "G" needs a great deal of attention. This is the first time that strokes 1 and 2 have been used.

"H" also has all curved lines. You will need to practise this letter often to get it balanced properly.

The "I" and "J" are of somewhat the same formation. Strokes 1 and 2 are the same. Practice these letters many times.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

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Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, OCTOBER 20, 1916** **No. 42**

PAPER, flour and sugar make a great aeroplaning combination.

* * *

NEXT week the big fall number—Bigger and Better than ever. Watch for it.

* * *

FLOUR has certainly kicked off all shackles and gone in for fancy soaring.

* * *

SAVE up your waste paper, bale it up and send it out as Christmas presents. That's how valuable paper is becoming.

* * *

MASKED milk-raiders are operating in the Mohawk Valley, New York State. What with lynching parties and tobacco night-riders in Kentucky and now milk-raiders, Uncle Sam has a jolly time o'nights.

NEW PROPOSALS OF THE R. M. A.

THE plans of the Ontario Provincial Board of the R.M.A., as announced last week, which included an increase in fees from $6 yearly to $15, have been withdrawn. It is not necessary, therefore, to enter into any discussion on the proposed terms other than to point out that the arrangements, which had been adopted rather hastily and without the full consideration necessary, were certain not to prove acceptable to the members. This fact was clearly demonstrated by the letters and personal messages which reached this office after the publication of the details. It was made very clear that the proposals would not find favor with the members. However, the executive members had become convinced that the plan was not feasible, and in the interval they have drafted a modified plan which is explained in another part of this issue.

This second proposal is to be submitted for ratification at a full meeting of the Ontario Board; and CANADIAN GROCER desires to urge that in the meantime the full details of the plan be announced. Members of the association should know definitely to what they are being committed. It is not intended to imply that the elected executive members of the executive are not capable of handling this or any other situation. They have proven capable, self-sacrificing officers; but it is always good business to let the shareholders of any concern know what is being done. In this connection the individual member of the R. M. A. stands in the position of a shareholder. A very important change is contemplated and each member has the right to know what is going to be done with the increased fee that he pays. It is perhaps true that the affairs of the association have reached a stage where centralized control and authority is necessary, but no arrangement should be ratified which leaves power to conclude agreements for the disposal of any share of the funds. Let the complete plan be laid before the Ontario board when it meets; and let the members in general know everything there is to be known beforehand. Nothing is to be lost by publicity if the plan is thoroughly practical and well designed to meet conditions. Secrecy in any detail, on the other hand, will have the effect of arousing doubt in the minds of members at a time when, with increased fees on the tapis, their utmost confidence is needed.

In this connection also, CANADIAN GROCER feels called upon to urge most strongly that annual financial statements be presented to the members in future. It is not satisfactory to the merchant when he does not know how matters stand to the last detail.

THE FALL NUMBER NEXT WEEK

NEXT week's issue will be the annual fall number, containing primarily articles and suggestions on cold weather merchandising, but dealing also with the problems of the Christmas campaign. This number will be one of the largest and, we believe, one of the most helpful that CANADIAN GROCER has ever presented. It has been the earnest endeavor of the editors to gather the most practical material available and to present it in the most interesting and readable form.

Readers should plan to read this number from cover to cover, ads. and all. It will prove the most effective ally in the big winter drive.

GOODS NOT ORDERED

PORTLAND, Maine, was the scene recently of a curious hearing in court. A grocer there is reported to have been fined twenty-five dollars for delivering to a woman, for whom the County Board of Relief was providing, a 49-lb. sack of flour, which, in addition to being torn and patched and altogether disreputable, also contained:

Four dead mice.
Numerous scraps of paper.
Several bits of straw.
One disagreeable odor.

A case of this kind is against the best traditions of the trade. Statistics have shown that grocers, as a rule, are singularly honest in their transactions. CANADIAN GROCER is glad that the case in question was not that of any Canadian merchant.

GERMANY'S SPECTACULAR STUNT

THE spectacular achievement of a German submarine sinking six ships with alarming rapidity close to the shores of the United States rather amazed and startled the nation to the south of us, as well as the Canadian people. It is very unlikely that the performance will continue for any great period. The British authorities will put forth their very best efforts to round up the German undersea boat. Only when the methods, simple, yet effective, which the British have used for ridding the seas of submarine raiders become known, after the war, will the British people as a whole realize what wonderful work has been done by the British Navy. There is a great deal of sound common-sense in a statement made this week by the President of a large American concern, who was speaking of the latest German raid on shipping. This official stated in part as follows:—

"Does any rational being really believe that fundamentals have changed over night. Have we suddenly gone to sleep in a palace and wakened in a hovel. Is the yard-stick that measures the difference between security and chaos a German submarine? One might think so, if he did the American people so poor a service as to imagine that newspaper headlines are the ultimate arbiter of prices and values.

"Practically speaking, the brilliant German performance, which as a type of modern warfare compels admiration, means nothing unless it can be indefinitely continued. And unless our harbors are somewhere sheltering 'mother ships' or hidden supplies the day of the German submarine in the waters of the American coast will be a brief one. The British have shown an extraordinary facility in accounting for German submarines. They will do so again. This spectacular stunt of sinking six ships shocks and amazes our people. But it is a transitory development. It changes nothing. It alters no fundamental, economic facts."

PASSING OF THE OLD ONION

MODERNISM goes beyond a joke sometimes. An article recently appeared in this column complaining that some New York physician-writer had discovered the raisin to be equal to a pound of beef, etc., etc., *ad nauseam,* raising the dignity of said fruit, but lowering its charm. Now our veneration for an institution of ancient days is again attacked by a man who claims he has invented an odorless and tearless onion. Think of it! The onion which has titillated so many people's olfactory nerves will no longer do so. The onion which has generated lachrymation ever since the world was young will no more call forth resisting tears. Thus, and so does the modernist come along and tread on one of our pet corns, to wit, the characteristic and established onion.

Consider the menace this odorless and tearless onion is to industry. What will the movie actresses do without that tear-producing agent? How will they render acute sorrow? Glycerine may be a good substitute, but the misasmic onion, distasteful though it may have been because of its effluvia, was a faithful and unfailing friend of the screen player. How will comedians continue to get a living, if they cannot make jokes about the onion, telling each other pleasantly, "If you've been eating onions, don't breathe it to a soul?" But the modernist who announces his "invention" has no pity. All the screen players can fade away and die because of their inability to earn an income without the powerful onion as a "weep" producer. All the comedians can starve because their pet jokes will no longer be laughter-tight. The producer of this new brand of the onion cares not. A Chicago dealer says of it, "The time will soon come when a person can eat onions in public and still be respectable." But do we want to be respectable at the risk of losing our affection for an institution that has been with us ever since we can remember? We may have an odorless and tearless onion and gain in respectability, but personally, we would rather have retained our regard for a cherished institution and continued to know an odorful and tearful onion.

To Make Half-Holiday Compulsory

Effort Being Made in Alberta to Pass Law Similar to That in British Columbia

IN response to a widely-expressed wish a campaign is being prepared by Secretary W. H. Andrews, of the Alberta Retail Merchants' Association, for a provincial weekly half-holiday, based somewhat on the lines of the British Columbia Act, which was passed in June last. The Calgary by-law, which was passed in July, of course, only affects Calgary, although the provincial law as it stands now gives any municipality the right to make a by-law on petition to two-thirds of the merchants affected. The movement now on foot is to make it compulsory to have one half-day a week as a holiday all the year round.

The British Columbia Act gives the municipalities the power to choose their own day by a vote of the electors, but in the cases of Vancouver, Victoria and New Westminster, they had to choose either Saturday or Wednesday, and Saturday was chosen in every case by a large majority.

An Act something similar will be aimed at by the Alberta merchants, making it compulsory for stores to close one afternoon during the week, the afternoon to be fixed by the municipalities, the same as in British Columbia. It is most likely that the day chosen for the half-holiday in the cities will be Wednesday and not Saturday, as in Vancouver, New Westminster and Victoria. The only difference the passing of such an Act would make to Calgary would be that the half-holiday would be extended to all the year round instead of just the three summer months. Anyway, it is most likely that the Calgary merchants will petition next spring to have the holiday for six months instead of three. The butchers are already talking of closing voluntarily on Wednesday afternoons during the entire year, commencing Jan. 1, 1917, but, of course, a law to this effect would be far more satisfactory, as there are always some merchants who make a point of breaking away from voluntary agreements, and one merchant such as this very often prevents the making of an arrangement that would be greatly beneficial to the trade as a whole if everyone agreed to it.

With regard to the uniform closing by-law in Calgary, while this might be looked upon as a big success, there is considerable disappointment among the hardwaremen and grocers with reference to the enforcement, or rather non-enforcement of it. There are three or four stores opposed to closing at 6.30 p.m. during the week and 10.30 on Saturdays, and they keep open after these hours in defiance of by-law. The police, who are admittedly not very much in sympathy with the by-law, have not been very energetic in seeing that the stores close at these hours, although their attention has been repeatedly called to the fact. They admit that it is up to them to enforce the law, regardless of whether they think it is fair or not, but the fact remains that it is not being enforced and is consequently unfair to those stores that do close.

A delegation from the Retail Merchants' Association interviewed the police this week and received a promise that something would be done, and the merchants are waiting to see if this promise is kept, and if not, something further will have to be done.

A by-law is not of much use if not enforced, and having gone to such enormous trouble and expense to have the by-law put through, the R. M. A. naturally feels very keenly about the poor manner in which it is being enforced.

A Plan to Solve the Problem of the Mail Order Menace

AN article by E. M. Trowern, containing many useful ideas on how to combat with and overcome the mail order menace appeared in a recent issue of CANADIAN GROCER. The following letter has been received, referring to some of the points taken up by Mr. Trowern:

The very able and comprehensive article by Mr. E. M. Trowern on the above subject should stir up a feeling of responsibility in every retail merchant, which has been lying dormant altogether too long. This is a matter that concerns not only retail merchants, but every man and woman who takes an interest in the welfare of our country. Mr. Trowern proves conclusively that the apparent advantages the people gain through the mail order system is made up from sources unknown to the general public; and while those who patronize those stores pay part of these expenses, those who do not, have to pay their share without receiving any benefit ot all. If the people were enlightened in the real facts they would not stand for it, and it remains for the merchants to conduct an educational campaign and give the people a thorough understanding of the undercurrents which are not seen at the surface. The distribution of the products of the earth to the people does not entirely belong to the merchants. It is a service to the people, and they have a right to demand the best possible service, and their needs, wants, and advantages must be studied, and this cannot be done without the co-operation of the people, who are interested in the service. By looking at this question from every angle, I am satisfied that there is no system of distribution as economical, convenient and satisfactory as the wholesale and retail, and to introduce the mail order system, which can never give full and complete service, is an additional cost, and can only live as long as the system is conducted in a manner more or less in disguise.

The subject must be discussed not only from a merchant's point of view, but in the general interests of the country.

It would, therefore, be advisable for the various branches of the Retail Merchants' Association to call public meetings to acquaint the people of their aims and objects.

When this is done and the people will see how the mail order invasion affects the interests of the country, they will be ready to co-operate with the merchants to arrange methods and plans which will turn trade into its natural channels, and the country will resume the growth and development which can only take place under well regulated distributing methods.

M. MOYER.

Several Medicine Hat bakeries, under the caption of, "We simply had to do it," announced in the local paper last week that owing to the cost of material used in the manufacture of flour, they were forced to raise the price to 12 loaves for $1.

The following representatives of the No-Vary Products Co., met in convention at the Royal Alexandra Hotel, Winnipeg, last week: Robert Alexander, J. A. Simington, H. Rankin, Brandon; W. Colquhoun, Regina; P. B. J. Harding, Yorkton; N. Miller, Weyburn; F. B. Mitchell, Weyburn; W. E. Carruthers, Moose Jaw; H. J. Watson, Swift Current; J. Sanders, Calgary; W. D. Watson, Camrose; D. L. Davidson, Camrose; Mr. Armstrong, Red Deer, and R. Gardiner, Moose Jaw.

HONOR ROLL

J. M. Peterkin, of the Banner Grocery Co., Wetaskiwin, Alberta, has enlisted.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

E. St. John Howley, manager of the company which is operating so extensively in connection with the fisheries at Bay Bulls, Newfoundland, has established four stations for the packing of herring.

Quebec

Mr. G. A. McCart, of Avonmore, Ont., was a recent business visitor to Montreal.

Mr. J. C. Heon, manager of the Canadian Milling Agency, Victoriaville, Que., paid a business visit to Montreal the other day.

Zephirin Hebert, of the firm of Hudon Hebert et Cie, Montreal, has been taking a prominent part in the proceedings of the entente establishment between business men of Ontario and Quebec. Mr. Hebert was one of the prime movers of the idea to have the Ontario men visit Quebec, and to him fell the duty of delivering an address of welcome to the visitors. At Sherbrooke, Que., a handsome loving cup was presented to Sir George Garneau, and Mr. Zephirin Hebert, and all the guests at the banquet arranged by the citizens of Sherbrooke, drank from it. The cup was given on behalf of the Ontario delegation to the recipients.

Ontario

E. J. Ware, Toronto, is discontinuing his grocery business.

A. R. Martin, grocer, Toronto, has been succeeded by Mrs. J. McGregor.

F. H. Breckenridge, grocer, Ottawa, has been succeeded by F. X. Couillard.

W. G. Becksted, Morrisburg, has been succeeded by Orrin Duprau in his grocery business.

John Elliott & Son, Agincourt, are building a new store for their grocery and produce business.

Mr. W. D. Rutledge has purchased the general store previously owned by Mr. Ben Harris, of Madoc.

Eleven merchants in Chatham and Kent county, who forgot to affix war stamps to patent medicine which they sold were fined $50 and costs. All were grocery dealers.

Alfred B. Hurrell, for many years a prominent citizen of Bridgeburg, died on October 9. He ran a general store up to three years ago.

Western Provinces

S. B. Yerxa, Regina, is going out of the grocery business.

J. P. Ash, Asquith, has started a fish and produce business.

Merchants Consolidated have secured license to do business in Alberta.

J. A. Morrow, Alsask, Sask., has sold his grocery store to Isaac Wright.

Two stores in Port Hammond, B.C., were wiped out by fire last week.

F. W. Poidwin has succeeded H. Fenson & Co. in their grocery business, Winnipeg.

L. T. Mewburn, the Calgary wholesale grocer, was in Lethbridge last week on a business trip.

V. S. Hembly, Driver, has been succeeded in his general store business by W. E. Stepney & Co.

Smith & Burton, Brandon, have opened for business in their new store at 123 Tenth street, handling fancy and staple groceries, fruit and vegetables.

Macdonald-Chapman, Limited, Winnipeg, wholesale grocers, announce that they will open two new branches in Alberta and Saskatchewan within a short time.

Daniel McDougall, for fifteen years a clerk in Winnipeg, will occupy one of the stores in the new block being erected on one of the best sites in St. Boniface, Man. His address is 71 Mason street.

D. L. Davidson, formerly manager of the Weyburn Grocery Co., Weyburn, has returned from a visit to the east. He expects to leave in the near future for North Battleford to take over a similar position.

With flour at $9.50 a barrel to the trade, a number of New Westminster bakers have reduced the weight of the five cent loaf to ten ounces, but will continue to sell a twenty-five-ounce loaf for ten cents as at present.

K. G. McKillop, of Winnipeg, has gone to Lethbridge, and will associate himself with his brother in the business of H. A. McKillop. Mr. McKillop was for twelve years a member of the staff of Codville Co., wholesale grocers, Winnipeg.

At the Orange Hall, Vancouver, Wednesday, Oct. 4, an informal dance and whist drive was held under the auspices of the Retail Grocers' Association. About 100 couples were present, including members of the organization, wholesalers, travelers and their friends.

C. S. Turner and R. Walker, who have been in business at Winnipeg as commission merchants and warehousemen, trading as Turner & Walker, have dissolved partnership by mutual consent. Raymond Walker will probably go into the brokerage business, while Mr. Turner will continue the warehousing end of the business, as well as doing a brokerage business. The latter will shortly open an office on Bannatyne avenue.

Manitoba

Edmund Malo is opening a general store at St. Malo.

S. Kovalenko has opened a grocery business at The Pas.

David Wilson, Brandon, grocer, suffered a small loss by fire.

J. Wachnow, Winnipeg, is moving his general store to Hilbre, Man.

Karbin & Ostrovsky are opening a general store at Blaine Lake.

J. Froomkin, Winnipeg, grocer, has been succeeded by Jacob Rooner.

J. J. Barton, grocer, Cardinal, has been succeeded by P. J. Barton.

The Traders' Grocery Company, Winnipeg, have commenced business.

Rosholt Wold, St. James, have added meats to their grocery business.

M. R. Schurman, Virden, grocer, has been succeeded by W. A. Clow.

W. A. Zanki, Brandon, has discontinued his general store business.

The Hubbard Farmers' Supply Co., Hubbard, have opened a general store.

Cristall & Schwartz have succeeded P. Polsky in his grocery business, Brandon.

Mike Ksionzyk, general merchant, Arran, is taking M. Moffatt into partnership.

S. Elliott, Winnipeg, has been succeeded in his grocery business by Annie Thompson.

Johnson & Laxdale, general merchants, Mozart, have dissolved partnership. S. Laxdale retires.

Munro & McMillan, general merchants, Central Butte, have been succeeded by J. D. Munro.

A. F. Brock & Co., Winnipeg, have been succeeded in their grocery business by W. H. Olson.

Ternowetsky & Church, general merchants, Buchanan, have been succeeded by Novokshonoff Bros.

OYSTER WEEK

November 6-11

If proper returns are to be realized from OYSTER WEEK, it is absolutely essential that the highest standard of quality possible be maintained.

The watering of oysters is not only legally and morally wrong, it is a commercial error. The price is lowered accordingly, so the practice contributes nothing to your coffers. It robs the product of the best of its flavor, and deters the consumption. If the watering is eliminated the opposite effect will be experienced.

The retail price must be increased if a dry measure is to be sold. There is no place in Ontario, that the best Northern grown stock should be sold for less than 40c the pint, and a pint of oysters is ample for a family of six to make a meal of, if fried, stewed, or escalloped.

True, the added price will cause some discussion with the first purchase, but if the added efficiency is reasonably explained, the discussion is ended for all time, and the sale contributes a permanent benefit. The first purchase is determined largely by the eye, but the frequency of future purchases is dictated absolutely by the palate. This is not simply an opinion. We have gone into the matter thoroughly, and demonstrated the truth of this statement. It is increased consumption we are after, and we are willing to take our chances if we can get the product to the consumer in the best possible condition.

Be consistent, and handle only the best. If you find better oysters than ours, buy them, even though you pay more for them, if they are better they are worth more. Remember enthusiasm is a real selling force, and it is born of confidence.

Description of window-trim for OYSTER WEEK appears on the opposite page.

Connecticut Oyster Company, Limited

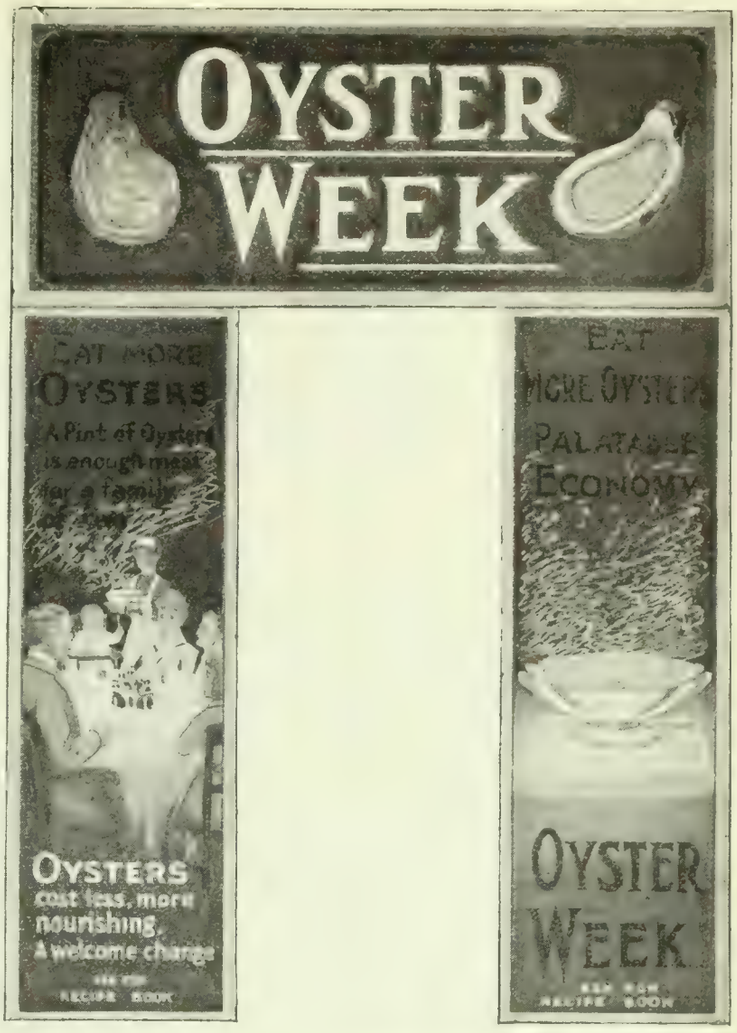
"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada

OYSTER WEEK Nov. 6-11

The accompanying cuts are from an electro made from a half-tone, and are only intended to give you an idea of how they are to be installed in your window. Whether the upper or lower positions are used, should be regulated by the size and shape of your window. The trim will be in three separate pieces, so they can be adjusted to either of these positions. The window-trim that will be sent you is a lithograph in colors, and we believe it will appeal to your good taste.

Let us ask again that you make a strong stand in the matter of quality, and obtain a price that will bring you proper returns. Increased sales mean a quicker turnover for you, allowing your purchases to be made more frequently, keeping your stock fresher, which in itself will contribute to a further increase.


OYSTER WEEK
EAT MORE OYSTERS
A Pint of Oysters is enough meat for a family of four
OYSTERS cost less, more nourishing, A welcome change
EAT MORE OYSTERS PALATABLE ECONOMY
OYSTER WEEK

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OYSTER WEEK
EAT MORE OYSTERS PALATABLE ECONOMY
OYSTER WEEK

The only requisite for obtaining the material for this window-trim, is that you be a customer of ours. There is no expense attached to it, so far as the dealer is concerned, and books of recipes will be forwarded with the window display.

CONNECTICUT OYSTER COMPANY, LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 Jarvis Street **TORONTO, CANADA**

If any advertisement interests you, tear it out now and place with letters to be answered.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

SUMMARY OF MARKET CONDITIONS

Another decline was recorded this week in the price of live hogs. Supplies have been reaching the market in good quantities. Some farmers in various parts of Ontario are reported to have disposed of young suckling pigs at extremely low prices. Although there has been a slightly easier feeling in wheat, flour has remained firm. The demand for millfeeds shows no abatement and the market is firmer. All dairy products continue firm with higher prices recorded in some cases. The canned goods situation is causing considerable concern and the new prices will be announced about the time this issue reaches subscribers. Prices will be very high.

Sugar remains firm at the advance of 10c recorded in last week's report. The market on dried fruits is very unsettled. Deliveries are very uncertain. Many wholesalers express a fear as to their ability to secure sufficient stocks of currants to meet their requirements. Cables received re early shipments of dates indicate that there is every indication of firmness in the market. Peels are also firmer and in some cases have advanced in price.

Prices on California raisins have been withdrawn. Some large dealers have been informed that they will be fortunate if they receive 75% delivery on figs and raisins. The situation, as a result of the heavy rains, appears more serious than was at first supposed. There has been an improvement of late in the demand for molasses, and prices are slightly firmer.

Cable advices state that Indian and Ceylon teas are firmer in price. With a firmer tendency in the primary markets and the advanced insurance rates on freight, higher prices are not improbable. The demand for teas has shown considerable improvement during the past few weeks.

Peppers have shown additional strength during the week, and there has been a good, steady demand for pickling spices. Caraways have developed considerable firmness. Prices on all kinds of nuts are holding firm and there are indications of higher prices becoming effective before winter sets in.

California growers have withdrawn prices on beans, owing to reports of damaged crops. Business generally is good, despite the high prices prevailing on foodstuffs. Reports from buying centres in Western Canada state that business is good. Snow has fallen in many localities. Threshing has been retarded to some extent by the unfavorable weather and a scarcity of labor.

Sugar is Firm at Recent Advance

SUGAR.—As recorded in a brief special note in CANADIAN GROCER, and true to the prediction ventured last week, although to prophecy in sugar is a ticklish business, sugar prices rose another ten cents per 100 lbs. at 4 p.m. on the Oct. 11. This brings sugar within five cents per 100 lbs. of the 25 cent rise predicted by men in touch with the trade some three weeks ago. The market is still oery firm. Raw Cubas are tounching 5¼ cents at New York, and all refiners there have with one consent returned the price of sugar to the figure at which it stood when the sensational drop of $1.00 straight was made some time ago. At $7.25 the price stays steady and firm, and this firmness influences prices in Canada. There is also a big demand noticed for all lines of sugar. It is impossble to make any sure prophecy at present but tendencies are still towards firmness.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 60
20 lb. bags	7 70
2 and 5-lb. bags	7 90
Extra Ground Sugars—	
Barrels	7 95
50 lb. boxes	8 15
25 lb. boxes	8 35
Yellow Sugars—	
No. 1, 100 lb. bags	7 20
Dark yellow, 100 lb. bags	7 00
Bright coffee, bbls. only, cwt.	7 45
Powdered Sugars—	
Barrels	7 75
50 lb. boxes	7 95
25 lb. boxes	8 15
Paris Lumps—	
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Crystal Diamonds—	
Barrels	8 20
100 lb. boxes	8 30
50 lb. boxes	8 40
25 lb. boxes	8 60
Cartons	9 25
Half cartons	9 95

Currants, Raisins, Figs Going Higher

DRIED FRUITS.—The market on dried fruits is difficult for every one concerned. Deliveries are extremely uncertain. Prices have been withdrawn on California raisins. Rains did great harm during the drying season. Only about 50 per cent. of the fig and muscatel crop can be counted upon. Most of the seeded raisins had been dried when the rains set in. The trouble is more with the others. The market reflects the tendencies of the growers market with a rise of half a cent a pound on seeded, and one cent a pound on loose muscatels. Currants are in still

QUEBEC MARKETS

MONTREAL, October 17.—There is not the slightest alleviation of the general firming tendency of prices for almost all lines of goods. Flour, it is true, remained steady following previous considerable advances in price, but sugar went up, and both markets are still as firm as can be with prospects of further climbing. Dried fruits are in difficult condition as to deliveries, and have a continually firmer trend as to prices. California prices have been withdrawn, and their return will be firmer in all probability. Tomato catsups have gone up 10 per cent.

Canned goods are in very firm and uncertain market, demand far exceeding available supply, orders being filled only 25 per cent., prices at sellers' discretion for the most part. In spite of all these disconcerting features general demand goes on well, and merchants report collections satisfactory, and people buying apparently as much as ever in most lines of goods.

more difficult conditions. Some wholesalers have doubts as to whether they can get any deliveries at all, at prices to make handling profitable. New currants may run to about 18 or 20 cents per pound to the wholesaler before Christmas in some experienced opinion. At present fine loose filiatras can be bought by the retailer at from 16 to 17 cents per lb., but there is every indication of increasing firmness in the market. Cables have been received on early shipments of dates, and show that prices for Khadrawee, Hallowee, and Sayers dates are likely to rule firmer. English candied peels are also firmer being up two shillings to three shillings per 100 lbs. in the primary market. Prunes are also in very firm market.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 08½	0 09
Apples, choice winter, 50-lb. boxes	....	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 25
Lemon	....	0 20
Orange	....	0 21
Currants—		
Filiatras, fine, loose, new	0 16	0 17
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, loose, new	....	0 09½
Hallowee, 1-lb. pkgs.	....	0 09
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15
50 to 90, in 25-lb. boxes, faced	0 10	0 11
90 to 100, in 25-lb. boxes, faced	0 04½	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 10½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Firmer: Stocks Are Less

MOLASSES.—With stocks becoming shorter and shorter prices tend steadily towards greater firmness, particularly for the fancy grade this week. Quotations for fancy in puncheons—Island of Montreal—were about a couple of cents higher this week, running to 64 cents as against 62 cents last week, and there are further firming prospects in sight. Choice grade molasses is still quoted at last week's price of 59 cents in puncheons. Prices in barrels are three cents higher than for molasses in puncheons. Corn syrups are in still brisker demand, but prices are not so far increased. It is believed that the high price of butter is increasing demand for corn syrups for domestic use.

Barbadoes Molasses—	Prices for Fancy. Island of Montreal.	Choice.
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Canned Goods Are All Up in the Air

CANNED GOODS.—The market for canned goods is more or less demoralised by the disappointment due to shortage of supplies, and the consequent increase of prices. Many retailers are finding themselves short of various lines usually carried on their shelves, and there is little relief for them in sight. Wholesalers' orders for canned goods are being filled only 25 per cent. even on orders as large as 1200 cases placed early. There was talk of two dollar tomatoes on the market early this week. Merchants went warily wondering where the markets would get to next. Threes were costing the wholesale trade from $1.25 to $1.50, and there was no eagerness on the part of sellers to let go holdings. Sockeye salmon (highest grade reds) show only from 35 to 60 per cent. deliveries of orders, and stocks, will be cleared out to the bare boards to supply demand which will still go only half supplied.

Coffee Market is Quite Uneventful

COFFEE.—Nothing could be more peaceful and placid in the midst of wildly restive markets generally than the market for coffee at present. In the primary markets all is going smoothly as far as indications can point. Canadian demand and supply are in normal condition for the season. Qualities are good, and prices reasonable. Consumption of coffee should be more general on that account. No doubt the lack of facilities for sending coffee to the great European coffee consuming countries hemmed in by armies and armaments accounts in a degree for the absence of drain on the markets which might produce more unsettled price conditions. Prices are as last week's quotations:

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Tea in Demand and in Firmer Market

TEA.—Prices are firmer all round for tea and demand is more active according to those closest to the markets. Approach of winter brings renewed request for 'the cup that cheers', and all good qualities of tea are being sought for and used more freely by the markets at large throughout the Dominion. Low grade Japans are steady and firmer. Black teas are firm. So far no alterations have been recorded in prices, but there is quite a marked tendency toward slight upward shadings. Possibly increased insurance rates on freights may produce more noticeable firmness later on.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Spice Markets Are Varied and Firm

SPICES.—Firmer markets are looked for in peppers. It is noted that in the East Indies Russian and British buying has been considerable, and spot stocks of peppers are dwindling on this continent. Nevertheless New York continues to be the cheapest place today to buy spices. London quotations on all lines are higher, and the primary markets are higher than New York. Cream of Tartar which fluctuated into weaker conditions during the past week firmed up again, and is going towards greater firmness. Corianders are exceedingly dear, and carraways are in most uncertain market, for there is some prospect of a Dutch embargo on these. Canada formerly produced considerable carraways, but of late the supply has fallen down to a negligible quantity as compared with importations. Prices of spices are as last week's quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	....	12-15

Nuts Keep on the High Price Trend

NUTS.—Prospects are for higher priced nuts this winter. European walnuts, almonds, and filberts are all shorter in crop this fall, and there is even a prospect that the export of nuts which are a recognised energy producing food, may be prohibited by the Governments interested in maintaining their troops at full power efficiency. Brazil nuts are

scarcer. Shelled walnuts show firmness, and even the festive peanut from the United States is a shade higher priced. Prices to retailer as previously quoted.

Almonds (Tara), per lb.	0 19
Brazil nuts (1916 crop), per lb.	0 19
Filberts (Sicily), per lb.	0 19
Hickory nuts (large and small), per lb.	0 09
Peanuts (coon), per lb.	0 10
Peanuts (Jumbo), per lb.	0 13
Pecans (new Jumbo), per lb.	0 18

California Bean Prices Withdrawn

DRIED VEGETABLES.—California growers have withdrawn all prices on beans owing to reports of damaged crops. When beans come back again on the market they will be found firmer in opinion of those in touch with trends. Japanese beans are offering but at very high prices. No less than $5.55 per bushel laid down in Montreal and ex-car was quoted in one case with reference to Japanese beans. These are the small white hand-picked beans. The market, however, is altering rapidly, and may go easier. Last year these beans were worth about $4.15 per bushel, and at that were considered dear. Prices on Canadian beans and peas continue firm, and there is a scarcity of good boiling peas. Quality of some of the peas offering is found deceiving. The pea looks excellent, but boiling brings out of the heart of a percentage of peas, a small black fly showing some prevalence of pests during the growth of the peas.

Beans—		
Canadian, 3-lb. pickers, per bushel		6 00
Canadian, hand-picked	6 75	7 00
Canadian, 5-lb. pickers		5 60
Yellow eyes, per bushel		5 70
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 25	3 50
Peas, split, bag 98 lbs., new crop	5 75	6 00
Barley, pot, per bag		3 80
Barley, pearl, per bag	4 65	5 20

Fish Supplies of Canada Not Enough

Montreal—

FISH AND SHELLFISH.—The general tendency of the fish business this week is for higher prices all round. The fact that the British Government has contracted for $500,000 worth of fish per week from Canada means that fully three-quarters of our home production will be shipped across the Atlantic. Unless our production is increased in that proportion, and until this is done, high prices will prevail. Arrivals of fish from the Pacific Ocean are only fair, and prospects are for higher prices yet.

SMOKED FISH	
Haddies, per lb., new cured	0 10
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10 lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	13 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	10 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Scaleless), (100 lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, meduim and large, lb.	0 50
Prawns, Imperial gal.	2 75
Shrimps, Imperial gal.	2 00
Scallops	2 25
FRESH SEA FISH	
Halibut	18
Haddock, fancy, express, lb.	0 07½
Mackerel, (med.) each	16
Mackerel (large), each	21
Cod, steak, fancy, express, lb.	08
Flounders	6
Salmon, Western	17 —18
Salmon, Gaspe	20
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Herrings, lb.	0 06
Lake trout	0 12
Eels, lb.	0 09
Dore	0 13
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cape Cod shell oysters, per bbl.	12 00
Scallops (per gal.)	2 25
Clams (med.) per bbl.	8 00
Shrimps, per gal.	2 00

ADVANCE IN FLOUR DUE

Last minute advices, while CANADIAN GROCER is on the press, state that flour will in all probability be advanced from 25c to 40c per barrel Thursday morning. Some of the mills Wednesday night had decided to put the increase into effect. The action has resulted through the somewhat sensational advance in wheat of 9c per bushel on Tuesday and 3c on Wednesday. Reports of snow in the Canadian Northwest, a continuation of disquieting news from Argentine, and the heavy buying of the British Government have all been factors in the soaring price of wheat.

ONTARIO MARKETS

TORONTO, Oct. 18.—Prices on most lines continue firm with an upward tendency. A number of important price changes have taken place during the week. Sugar has developed strength on the recent advance. All grades of Indian teas are firmer.. There is a good demand for tea. An improvement is also noted locally in coffee.

Currants have advanced in price. The dried fruit market is very unsettled, and only partial deliveries are expected by some dealers.

Prices on canned goods are to be named this week, and will be made about the time this issue reaches subscribers.

Sugar Has Developed Strength on Advance

SUGAR.—At the time of writing there has been no further advance since the 10c rise on October 11. Refined granulated is now selling in Toronto at $7.66 per 100 pounds. The market, however, can be characterized as strong. On Monday three of the American refiners—Howell, Arbuckle and the American—advanced their price to $7.25, with some of the refiners, notably, Warner, McKahn and the Pennsylvania, withdrawn from the market altogether. Raws have advanced another ⅛c in the New York market on a sale of 5,000 bags, which makes the figure now $6.27 duty paid. Statistically the position is becoming more acute. According to the last report there were less than two weeks' stock in the hands of refiners and importers at United States Atlantic ports. This condition is quite abnormal. The total stocks on hand at present amount to only 109,000 tons, while the combined meltings for the past two weeks was 119,000 tons. If meltings continue on this basis with receipts falling, a serious situation is pretty sure to develop during the next three months, or before the new Cuban crop comes in in December. Canadian refiners appear to be carrying sufficient stock for present requirements, but they are showing considerable interest in the buying of Demerara raws in the face of purchases being made there by United States refiners.

	100 lbs.
Montreal refined, extra granulated sugars	7 66
New Brunswick extra granulated	7 66
Nova Scotia extra granulated	7 56
Yellow, No. 1	7 26
Special icing, barrels	8 01
Powdered, barrels	7 81
Paris lumps, barrels	8 26
Assorted tea cubes, boxes	8 26

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Heavy Demand for Molasses Not Under Way

MOLASSES.—Although there has been a slight improvement in the demand for molasses with the coming of cooler weather, the heavy demand expected with the winter months has not yet developed. Ontario, however, at no time consumes molasses in as large quantities as some of the Eastern provinces of the Dominion. Both cane syrup and corn syrup hold steady in price, with a slightly improved demand for the former.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04½
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cane Syrups—		
Barrels, lb., 5¼c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 64
West India, gal.	0 43	0 45

All Grades of Indian Teas Firmer

TEAS.—Cable advices from London report that all grades of Indian and Ceylon teas are firmer in price. Ceylons were a ¼c to ½c per pound dearer. There has been a very good demand for

teas during recent weeks. With the firming tendency in the primary market and the advanced insurance rates, future teas seem destined to carry higher prices. Locally there have been no price changes as yet.

	Per lb.	
Pekoe Souchongs	0 23	0 25
Pekoes	0 24	0 26
Orange Pekoes	....	0 28
Broken Pekoes	....	0 30
Broken Orange Pekoes	....	0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coffee Exports Are Almost at Standstill

COFFEE.—The demand locally for coffee has continued to improve. Prices have held steady. In the primary market the receipts of Brazil coffee at the two ports of Santos and Rio up to the present time have been much heavier than last year. Stocks now on hand amount to 2,950,000 bags, as compared with 2,668,000 bags last year. The new crop is only two months in the offing. Supplies are accumulating in Brazil on account of the war. This is acting as a restraining influence on advancing prices. Mild grades are in full supply, as the exports are practically at a standstill. The tone of the market is heavy in view of the still remote possibility of peace.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	....	0 25
Java, lb.	0 33	0 38
Maracaibo, lb.	0 26	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Carraway Seed Has Developed Firmness

SPICES.—Within the past two weeks carraway seed has developed considerable firmness. Although the prices locally have not advanced during the week, the situation in the New York market is a fair index of the situation. Two weeks ago carraway seed could be purchased down to 20c per pound. At the present the lowest price that can be secured is 30c per pound. If Greece becomes involved in the war, there is a possibility of greater strength in a number of spices. Black pepper has shown strength during the week. Pickling spices of all kinds have remained in good demand.

Allspice	0 18	
Cassia	0 32	
Cinnamon	0 60	
Cayenne	0 35	
Cloves	0 35	
Ginger	0 30	
Mace	0 90	1 25
Nutmegs	0 40	
Pastry	0 30	
Pickling spice	0 22	
Peppers, white	0 36	0 39
Pepper, black	0 29	
Nutmegs, selects, whole	0 40	
Mustard seed, whole	0 28	
Celery seed, whole	0 45	
Coriander, whole	0 15	
Carraway seed, whole	0 35	
Cream of tartar	0 51	

Currants Go Up Another 4s Per 100

DRIED FRUITS.—Soaring prices in currants have had no abatement during the past week, an advance of 4s. per 100 lbs. being recorded over prices named last week. They are now quoted at 67s. This represents a cost of 17c per pound to lay the cheapest grade of currants down here. Reports from California on the raisin crop are not encouraging. The situation appears more serious than at first supposed, and it is now stated that at least 45 per cent. of the crop will be unfit for trade, while of the remainder, not more than 10 to 15 per cent. will be first grade stock, which had already been cured before the rain started. Some of the large dealers in that State have informed their representatives in this city that they will be fortunate if they can make 75 per cent. delivery on figs and raisins. Advices written in that State on October 12 gave the information that it had been raining almost continually for twelve days previous, and that the outlook at that time was the worst in 30 years. If there were fine weather immediately, it was asserted, there would not be more than 50 per cent. of the crop saved. No prices have been named for the past ten days or two weeks. Some of the coast packers are even buying back their sales previously made in order to limit their losses as much as possible by getting the buyers to name their margin on the purchases. Locally prunes have advanced ½c per pound, while peaches have increased in the same proportion. Currants have also advanced in the neighborhood of 3c per pound.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 22
Orange	0 20	0 23
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 18¾	0 19
Patras, per lb.	0 19	0 19½
Vostizzas, choice	0 20	0 20
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25 lb. boxes	....	0 13½
40-60s, 25 lb. boxes	....	0 11½
90-100, 50 lb. boxes	....	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	....	0 09
Stds., 50-lb. boxes	....	0 08½
Choice, 25 lbs., faced	....	0 09¾
Fancy, 25 lbs., faced	....	0 11
Raisins—		
Valencia, Cal.	0 07¾	0 08½
Seeded, fancy, 1 lb. packets	0 10¼	0 10½
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets	....	0 14

Singapore Tapioca Cannot be Secured

RICE AND TAPIOCA.—The tendency in tapioca is firm, with an upward movement not unexpected. Some importers state they are unable to get recent orders of Singapore tapioca. Penang tapioca is still to be had in plenty, but Singapore seems to be the more popular one on the Canadian market. Considerable stocks are now on the way to Canada, which, it is expected, will be placed on the market at 8¼c to 9½c. There has been a big demand for rice recently. Locally prices are unchanged.

Rangoon B, per 100 lbs.	4 30	4 50
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

Prices on Tomatoes to be Named This Week

CANNED GOODS. - While CANADIAN GROCER was being mailed to subscribers a meeting of the Canadian Canners, Limited, was being held in Toronto, at which the prices for the present pack of tomatoes, corn and peaches will be named. As stated in CANADIAN GROCER last week, the opening price for tomatoes is expected to be around $1.75 per dozen. Developments that have taken place during the past week would seem to indicate that there is a possibility of even higher prices than those named. It is understood there are two elements among the canners—one that thinks the price for tomatoes should be $1.90 to the retail trade, while the other element favors that price for the wholesale trade. From the trend of affairs, it would seem to indicate the opening price will be in the neighborhood of $1.90 to the retail trade. All salmon goods are short. Wholesalers are carrying lighter stocks than ever in their history. There is a decided firmness in salmon, with small possibility of securing adequate supplies. One large wholesaler asserts that he will make 100 per cent. delivery on corn, peas and tomatoes at the prices he named to the retail trade last March, of 87½c for corn and peas, and 97½c for tomatoes. An order placed with a canner who had a good season enables the contract to be carried through. To the grocers who get canned goods at these prices there should be a handsome clean-up.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	....	1 15
Pinks, 1-lb. talls	....	1 50
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 3's	1 80	1 90
Peas, standards	....	1 25
Early June peas	....	1 45
Corn, fancy, doz.	....	1 40
Corn, 2's, doz.	....	1 30
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50

Bean Prices Hold Firm; Demand Good

BEANS.—Locally bean prices are holding firm. The yield of the Ontario crop is yet a matter of guess work, although it is expected to be short.

Japanese beans continue to be a factor in the market. No. 1 beans, Japanese, Rangoon and Ontario, are quoted from $4.50 to $5 per bushel.

Shelled Nuts Are In Good Demand

NUTS.—Prices in all lines of nuts are holding firm at recent quotations. There is small possibility of an abatement in price. There has been quite a demand for shelled nuts of all kinds. With the approach of the Christmas season merchants are beginning to lay in their supplies.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 44
Almonds, shelled	0 42	0 45

Fruits Are Coming In Fewer Quantities

Toronto

FRUIT.—Arrivals in the local wholesale fruit market gave evidence that the heaviest part of the fruit season is over. Alberta peaches were off, white peaches also went the same way. The only kind that is still in in any quantity are the Smock's yellow. These are somewhat small in size. They range in price from 30c to 60c. Plums are cleared out of the market. Pears in very good sample sold around 60c per 11-quart basket. California pears by the box were quoted at $4 and $4.50. California grapes were also higher in price by 25c per case, being quoted at $2.50 to $3. Fruit was in rather poor supply, with the quality somewhat secondary in nature.

Apples, basket	0 25	0 50
Barrel	3 50	6 00
Bananas, bunch	1 75	2 25
Cranberries, bbl.	8 00	9 00
Oranges—		
Oranges, late Valencias, case	4 00	6 00
Grapes, Cal., Case	2 50	3 00
Ontario, 6 qt.	0 15	0 20
Lemons, Verdelli, case	5 00	5 50
Pears, boxes	4 00	4 50
Canadian, 6 qt. bkt.	0 20	0 30
11-qt. bkt.	0 30	0 50
Peaches, Smock's yellow, 11 qt.	0 30	0 60
Plums—		
Prune plums, Cal., 4 basket	....	1 35
Quinces, 11-qt.	0 60	0 85

VEGETABLE MARKET IN A LAGGING CONDITION

Toronto

VEGETABLES.—The vegetable market might be characterized as in a lagging condition. Tomatoes reaching the market had a tendency to show frost marks. Potatoes were slightly firmer in price by 10c per bag. The majority of the potatoes arriving were from the New Brunswick fields. Ontario potatoes have not been arriving in any great quantities as yet. Canadian celery was firmer in price by about 10c per dozen, being quoted at 25c to 40c. Silver skin pickling onions are about done. Red and green peppers are also becoming scarce. Canadian cabbage was easier in price by 25c per barrel. The quality showed up well. Onions in 100-lb. sacks sold from $3.75 to $4. Corn on the cob is now off the market. Supplies of vegetables are beginning to thin out.

Cabbage, barrel	2 00	2 25
Carrots, bag	....	1 35
Basket, 11-qt.		0 40
Citron, doz.	0 60	0 75
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6 qt.	....	2 00
Onions—		
Spanish, crate 120 lbs.	4 50	4 75
American, 100-lb. sack.	3 75	4 00
Silver skin, pickling, 11 qt.	1 25	1 50
Potatoes—		
New Brunswick, Delewares, 90-lb. sacks	1 75	1 85
Sweet, New Jersey, hamper	1 40	1 50
Ontario, 90-lb. bags	1 50	1 65
Turnips, 11-qt. bskt.	....	0 40
Tomatoes, Canadian, 11-qt. basket	0 25	0 60
6-qt. basket	....	0 25
Green, 11-qt.	0 15	0 20
Watercress, 11 qt.	....	0 75
Parsley, 11 qt.	....	0 50
Vegetable marrow, 11-qt.	0 20	0 50

Oysters Expected Easier in Price

FISH.—Oysters have been coming along in better supply during the past week, and in consequence there is a slightly easier feeling in the market. A decline is not unexpected in some quarters. The demand for oysters has been good. Whitefish continues scarce and high in price. Lake trout during the week has been more plentiful. The demand for Western salmon is not so great on account of the better supply of lake trout. These are now being used for steaks on account of their size. Smoked fish are in greater demand with the advent of cold weather.

Haddie fillet are easier in price by 1c per pound, and smoked boneless herring for this season's goods show an advance of 25c per 10-lb. box. Shrimps are now a scarce article. The new crop is expected along in a few weeks' time. Halibut shows a firmer tone during the week.

There is a possibility that the prices of fresh frozen fish will become firmer as a result of the decision of the British Government to use larger quantities of Canadian frozen fish as part of the diet of the British soldier. A despatch from Ottawa this week stated that orders for the present would amount to approximately one and a half million pounds per week, but that the amount consumed would eventually grow to five million pounds per week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 10
Haddies, fillets, per lb.	0 12	0 13
Digby herring, box	....	1 00
Smoked boneless herring, 10-lb. box	1 25	1 50
SHRIMPS, LOBSTERS.		
Lobsters, medium and large, per lb.	....	0 50
Shrimps—		
1 gallon	....	1 25
2 gallons	....	2 40
4 gallons	....	4 60
FRESH SEA FISH.		
Halibut	0 16	0 16½
Haddock, fancy, express, lb.	....	0 08
Steak, cod, fancy, express, lb.	....	0 10
Flounders, Maritimes	....	0 08
New York	....	0 10
Salmon, Western	0 16	0 17
FRESH LAKE FISH.		
Pike, lb.	....	0 08
Whitefish, lb.	....	0 13
Herrings, lb.	....	0 07
Lake trout	....	0 11
Oysters—		
Standards, gal.	....	2 00
Selects, gal.	....	3 00

MANITOBA MARKETS

WINNIPEG, October 18.—Interest centres around the opening prices on tomatoes and corn. These are expected to be so high, the retail price will be away above that of last year. The retailer has certainly been taking advantage of the low quotations obtaining on old pack tomatoes during the past few weeks. One house which was quoting at 2.95 case, was cleaned out, while other houses offering tomatoes up to 3.25 case experienced a good demand.

Sugar Firm at The Advanced Price

SUGAR.—The market went up another ten cents last weekend, as announced in a special panel in CANADIAN GROCER, making a total advance of twenty cents for the week. This brings sugar to a basis of $8.20. There has been a strengthening of both raws and refined in New York. Most of the local jobbers bought heavily before the advance, but the retail trade continue to buy at the advance.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 20
Extra ground or icing, boxes	9 05
Extra ground or icing, bbls.	8 75
Powdered, boxes	8 85
Powdered, bbls.	7 95
Hard lump (109-lb. case)	9 15
Montreal yellow, bags	7 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	9 15
Halves, 96 lbs., per cwt.	8 60
Bales, 20 lbs., per cwt.	8 60
Powdered, 50s	8 60
Powdered, 5s	9 05
Icing, barrels	9 00
Icing, 50s	9 00
Cut loaf, barrels	9 10
Cut loaf, 50s	9 30
Cut loaf, 25s	9 30
Sugar, British Columbia—	
Extra granulated sugar	8 20
Bar sugar, bbls.	8 65
Bar sugar, boxes, 50s	8 75
Icing sugar, bbls.	8 75
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 15
H. P. lumps, 25-lb. boxes	9 35
Yellow, in bags	7 80

Molasses Considered Very High

SYRUPS.—There has been no change in any line of syrups. Molasses are bringing very high figures, and could hardly go higher.

Corn Syrup—	
2s, per case 2 doz.	3 18
5s, per case, 1 doz.	3 53
10s, per case, ½ doz.	3 43
20s, per case, ½ doz.	3 42
½ barrels, cwt.	5 05
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, $2.35; 24 x 3 lb.	

Raisins Damaged By Heavy Rains

DRIED FRUITS.—The report about raisins last week, viz. that the crop had been damaged by rain, is true . Muscats will be on a pro rata delivery. Seedless were more or less dried, and were not damaged. Evaporated apples are getting harder and harder to procure, as the crop is short. The apples in Ontario having run to small sized, it is difficult to get apples large enough to evaporate. It is not expected that for the same reason gallon apples will be scarce. Stocks of currants in Winnipeg are rather light, but stocks of raisins are heavy. Prunes in large sizes are plentiful, but small prunes are scarce. Local prices are 50-60 25's 9¼c; 90-100 25's 7½c.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07½	0 07¾
Evaporated apples, choice, 25's	0 08	0 08¼
Evaporated apples, 3-lb. cartons	....	0 30
Pears, choice, 25's	....	0 12½
Apricots, choice, 25's	....	0 14½
Apricots, choice, 10's	....	0 15½
Peaches—		
Choice, 25-lb. boxes	....	0 08
Choice, 10-lb. boxes	....	0 09
Currants—		
Filiatras, wet, fresh cleaned	0 16	0 16½
1 lb. package Amalias	....	0 16¾
2 lb. package	....	0 33½
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 12-oz. pkgs.	....	0 08¼
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10¼
16 oz. choice, seeded	....	0 09¾
12 oz. fancy, seeded	....	0 08¼
12 oz. choice, seeded	....	0 08
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08¾
3 crown, loose, 50's	....	0 08¾
Raisins, Cal. Valencias—		
25-lb. boxes	....	0 09
50-lb. boxes	....	0 09¾
Prunes—		
90 to 100, 25s	....	0 07½
50 to 60, 25s	....	0 09¼
Peels—		
Orange, lb.	0 17¾	0 18½
Lemon, lb.	....	0 18
Citron, lb.	....	0 21¾

Japanese Beans Going Higher

DRIED VEGETABLES. — Japanese beans are reported to be going higher on account of heavy foreign buying, and are said to have advanced 50c per bushel. The Ontario crop of peas is reported poor, and prices are expected to be higher.

Beans—		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel	....	4 25
California Lima Beans—		
80-lb. sacks	....	0 07½
Barley—		
Pot, per sack, 98 lbs.	....	3 20
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack., 98 lbs.	5 50	5 75
Whole peas, bushel	....	3 30

Tapioca Declines Slightly in Price

RICE AND TAPIOCA.—Tapioca is reported up a shade in the primary market, although they are lower here. Some quotations are as high as 8½c, but most jobbers are selling lower than that. Prices should reach a lower level as soon as the cheaper tapioca begins to arrive more freely.

Canned Goods to be Much Higher

Winnipeg—

CANNED GOODS.—While opening prices on tomatoes and corn had not been named at the time of writing, enough is known by the trade to show that the retailer is not going to sell any ten cent tins of tomatoes this year, and he will be fortunate to be able to sell at 20c. They are expected to open at least 65c a doz. higher. The general opinion is that the retailer will be paying more than 3.25 this year, nearer 3.75. The special marked article on the subject in last week's issue of CANADIAN GROCER is said by many to have thoroughly covered the situation.

Scarcity of All Fresh Fish

Winnipeg—

FISH AND POULTRY.—All kinds of fish are scarce, and practically everything will be frozen from now on. One of the scarcest lines is halibut, which will be 15c per lb. by the time this is in print. The announcement that the British Government has contracted for large quantities of fresh fish will have a tendency to create higher prices here. For some months past the troops in England have been served with a weekly ration of Canadian fish. It is now stated that arrangements have been completed whereby the troops in the trenches are to be served with a fish ration and specially prepared tins are being forwarded. The report states in a short time the exports of Canadian fish would total 5,000,000 lbs. per week. The first order just placed is for one million and a half pounds of fresh frozen fish.

Poultry is arriving more plentifully although almost any figure can be got for turkeys. The usual price last week end for turkeys was 35c, while roasting brought 26c, and fowl 20c.

Fish—		
Fresh salmon	....	0 16
Fresh halibut	....	0 15
Lake Winnipeg whitefish	....	0 10
Fresh finnan haddie	....	0 11
Kippers, per box	....	2 00
Fresh lake trout, per lb.	0 12	0 12½
Bloaters, per box	....	2 00
Salt mackerel, 20 lb. kit	....	3 50
Pickerel, lb.	....	0 10
Poultry, Live—		
Fowl	....	0 20
Roastin gchicken	....	0 26
Turkey	....	0 35

Apples Still Selling Freely

Winnipeg—

FRUIT AND VEGETABLES.—Supply of Wealthys was about done last week; they were bringing $6.00 for No. 1 in bbls. Alexanders were quoted $5.50, St. Lawrence, $6.00, and McIntosh Reds, B.C.'s $2.25, Washington Jonathan, $2.00-2.75. Tokay grapes are bringing $3.00, and Ontarios 25c per basket. Elberta peaches were selling for $1.20 per box Italian prunes in peach boxes $1.10. Potatoes local were bringing around 80c. Celery B.C. was offered at 8c per lb.

Fresh Fruits—		
Apples—		
McIntosh Red, No. 1	....	2 25
Bananas, lb.	....	0 04½
Cantaloupes, crate	....	4 50
Grapefruit, case	....	9 00
Grapes, Ont., basket	....	0 25
Grapes, Tokays	....	3 00
Valencia oranges, case	5 25	6 00
California lemons	....	9 50
Peaches, crate	....	1 20
Prunes, Italian, peach boxes	....	1 10
Vegetables—		
B.C. potatoes, new, lb.	....	0 01½
B.C. onions, 100-lb. crates	....	3 00
Spanish onions, case	1 50	1 75
Tomatoes, Ontario, 11-qt. basket	....	0 75
Celery, B.C., lb.	....	0 08

Millers Report Large Volume of Business

Winnipeg—

FLOUR AND FEED.—First patents stand at $9.00. Wheat continues high, with little feature to the market. All millers report business coming in in larger volume than they have capacity for. Buying is very free, especially in the country.

Rolled oats in bulk are bringing $2.75, and packages $3.90. There is a good demand for cornmeal. Feeds are still selling $24 for bran and $26 for shorts and middlings, with the demand still considerably in excess of the supply. This is liable to continue into the fall and winter.

Flour—		
Best patents	....	9 00
Bakers	....	8 50
Clears	....	7 80
XXXX.	....	6 80
Cereals—		
Rolled oats, 80 lbs.	....	2 75
Rolled oats, pkgs., family size	....	3 90
Oatmeal, standard and gran., 98 lbs.	....	3 10
Cornmeal, 98 lbs.	....	3 00
Feeds—		
Bran, per ton	....	24 00
Shorts, ton	....	26 00
Middlings, ton	....	28 00
Mixed chop, ton	....	36 00

Hog Receipts Continue Light

Winnipeg—

PRODUCE AND PROVISIONS.—The hog market stands at 10c, the same as a week ago. Receipts continue light, but it is only a matter of two weeks before there should be a fair delivery of spring hogs. Provision and lard prices are unchanged, with a firm undertone to lard. The creamery butter market is firm, with every prospect of an advance to 38c. Dairy No. 1 stands at 33c. No. 1 candled eggs are bringing 33c. The demand is good at these prices, and receipts of fresh-laid eggs are very light. Cheese has registered a further advance, and is now selling 21¾c f.o.b. East, which brings the price here up to 24c and 24½c, although some houses were quoting 23½c last week-end.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Oct. 18.—Sugar is firm at the advance of 10c which went into effect on Oct. 11 and which was referred to in last week's issue of CANADIAN GROCER. Quaker rolled oats are now quoted at $4 an advance of 10c. Lard has declined and is now quoted as follows:—3's, $10.80; 5's, $10.73; 10's, $10.65; 20's $10.55. Victor oats are now quoted at $2.65. Sago and tapioca have declined ¼c lb. and are now quoted at 8c lb. An advance of 20c has taken place on pork and beans, and quotations are now, 2's, $3; 3's, $4.30. An advance of 50 to 75c dozen is expected to take place in the price of brooms. Cornmeal has advanced 10c per 100 lbs. and is quoted 49's, $1.47; 24's, 76½ and bails $3.23. All dairy products are very firm but unchanged. Two inches of snow fell in Regina on Tuesday and snow and sleet was general throughout the province, retarding threshing operations. The labor situation is still serious. A shortage of coal is reported.

Beans, small white Japan, bush.		4 55
Flour, No. 1 patents, 98s		4 70
Molasses, extra fancy, gal.		0 71
Rolled oats, 80s		3 10
Rice, Siam, cwt.		4 35
Sago and tapioca, lb.		0 08
Sugar, pure cane, granulated, cwt.		8 54
Cheese, No. 1 Ontario, large		0 23¾
Butter, creamery, lb.		0 36
Lard, pure, 3s, per case		11 00
Bacon, smoked backs, lb.		0 28
Bacon, smoked sides, lb.		0 30
Eggs, new-laid		0 38
Eggs, storage, No. 1 and No. 2	0 35	0 32
Tomatoes, 3s, standard, case		4 25
Corn, 2s, standard, case		2 85
Peas, 2s, standard, case		2 51
Apples, gals., Ontario		1 88
Strawberries, 2s, Ontario, case		4 90
Raspberries, 2s, Ontario, case		5 43
Peaches, 2s, Ontario, case		3 75
Salmon, finest sockeye, tall, case		10 85
Salmon, pink, tall, case		7 85

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 18.—The harvest is practically completed, except in isolated districts. Light snowflurries have visited this section of the country during the past few days. Flour, first patents, is now quoted at $9.20 per barrel, or $4.60 per sack. Local flour is quoted at $4.30 per sack. Storage eggs are quoted at $9.50 case. Creamery butter has advanced, and is now quoted at 32c lb. Sockeye salmon is now quoted at $10.50 case. Crisco has advanced 35c case, and is now quoted at $6.30. Evaporated and condensed milk have advanced 15c.

Beans, small white Japan, lb.		0 07½
Flour, No. 1 patents, 98s, barrel		9 20
Molasses, extra fancy, gal.		0 76
Rolled Oats, 80s, basis		3 05
Rice, Siam, lb.		0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.		8 75
Cheese, No. 1, Ontario, large		0 23⅛
Butter, creamery, lb.		0 32
Lard, pure, 3s, per case		10 20
Bacon, smoked backs, lb.		0 25
Bacon, smoked sides, lb.		0 26½
Eggs, No. 1		0 35
Eggs, storage, case		9 50
Tomatoes, 3s, standard case		3 65
Corn, 2s, standard case		2 50
Peas, 2s, standard case		2 50
Apples, gals., Ontario, case		1 70
Strawberries, 2s, Ontario, case		5 50
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		3 45
Salmon, finest sockeye, tall, case		10 50
Salmon, pink, talls, case		5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Oct. 18.—Sugar remains firm at the recent advance of 10c. Pork and beans have advanced from 10c to 40c per case. Crisco has advanced 35c case; Fels naphtha has advanced 30c case; Quaker oats have advanced 10c case. Tomatoes 3's are off the market, and 2½'s are quoted at $3.90 case. Ned pack corn and peas are quoted at $3 case. Further advances are sure to take place in the near future. An advance is expected to take place on domestic bottled vinegar. Apples in gallons are now quoted at $2.25 case. Gallon tomatoes are practically off the market. Dried peels have advanced 2c per lb. Raisins are very firm, but no advances in price have yet been made.

Beans, small white Japan, lb.		0 08¼
Flour, No. 1 Patents, 98s		4 70
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		3 20
Rice, Siam, cwt.		4 75
Sago and Tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 75
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.		0 40
Lard, pure, 3s, per case		10 80
Bacon, smoked backs, lb.		0 22
Bacon, smoked sides, lb.		0 24½
Eggs, new-laid, doz.		0 40
Eggs, storage, case		10 00
Tomatoes, 2½s, standard case		3 90
Corn, 2s, standard case		3 00
Peas, 2s, standard case		3 00
Apples, gals., Ontario, case		2 25
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 25
Salmon, finest sockeye, tall, case		11 50
Salmon, pink, tall, case		5 00

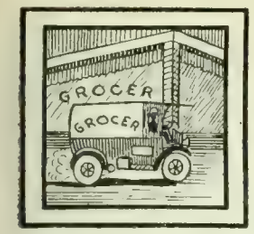
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 18.—With the steady upward trend in prices and no certainty of securing supplies even at advanced prices trade here is seriously concerned about several lines. In canned tomatoes for instance report that Canadian crop is practically failure and announcement by packers that they will be unable to deliver more than twenty per cent. of orders is making prices jump. Prospect is that they will only stop at American prices plus freight and duty. In canned corn situation is only slightly better with packers promising fifty to sixty per cent. of orders. Recent storms on Pacific coast have produced a somewhat similar condition in California dried fruits and present expectation is that only seventy-five per cent. of orders will be delivered here.

Bean prospects also source of worry as Canadian growers still unable to promise what they will do but better situation across line regarded as somewhat encouraging. Current changes in markets as follows: Bacon up, breakfast, 24c to 26c; roll, 20c to 22c; eggs advanced, new laid, 40c case 33c to 35c; cheese firmer 22½ to 23c; flour advanced, Manitoba $10.15; Ontario $9.20; rolled oats up to $7.50; sugar up 20 cents although not yet even with American market, standard $7.75 to $7.80; United Empire $7.65 to $7.70; bright yellow $7.55 to $7.60; No. 1 yellow $7.35 to $7.40; Paris lumps $8.75 to $9; beans white $6 to $6.10; yellow eyed $5.90 to $6; tomatoes heavy advance to $4; corn up to $3; apples gal. $3.10 to $3.25; salmon red spring talls $10 to $10.50; pink talls $5.50 to $5.60.

Flour, No. 1 Patents, bbls., Manitoba		10 15
Ontario		9 20
Molasses, extra fancy, gal.	0 69	0 61
Rolled oats, bbl.		7 50
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar, pure cane, gran., cwt. (only pure cane carried)	7 75	7 80
Cheese, N.B., twins		
Butter, creamery, lb.	0 36	0 37
Lard, pure, 3s, lb.	0 19¾	0 20
Bacon, smoked, backs	0 24	0 26
Bacon, smoked, sides	0 24	0 26
Eggs, new-laid		0 40
Eggs, storage	0 33	0 35
Tomatoes, 3s, standard case		4 00
Corn, 2s, standard case		3 00
Peas, 2s, standard case		3 00
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		3 60
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	5 50	5 60



THROUGH OTHER SPECTACLES

HOT, FRESH AND STALE

(From the *American Miller*)

One of the bakers' journals suggests as a possibility that some of the evils charged upon white bread may rightly be laid at the door of fresh bread; and calls upon bakers to oppose the eating of new bread. And it says that "hot bread is not the staff of life, whether it be white, brown or black.

It is rather amazing that there should be any call to bakers not to push fresh bread quite so hard as they do. It is a curious fact that in every city you can buy bread after it has ceased to be "fresh," at about half price. Bakers call bread "stale" when it is at its best. Home-made bread is not considered stale or inferior when it is 24 or 36 hours old; why should baker's bread be so considered, and by the bakers themselves?

Fresh bread is not palatable to many people and is indigestible to many more, who nevertheless can eat it with impunity after it is out of the oven 12 or 24 hours. Indeed, there are people who can eat hot biscuits without consequences who nevertheless have trouble with bread that is fresh and not actually hot. The "American Miller" has never believed hot bread injurious to people who liked it; but the number of people who either dislike or cannot properly digest fresh bread is too large to be regarded as mere eccentrics.

While the attitude of the baker is admitting that his bread is stale when it is really at its best is strange, nevertheless there is nothing in the statement of our contemporary that possibly the evils attributed to white bread may be properly chargeable to fresh bread. The cranks charge everything to white bread, even cancer. Fresh bread is chargeable probably with one evil only that of indigestibility in some stomachs.

DRASTIC NEW FOOD RULE

(From *The Retail Grocers' Advocate.*)

Food manufacturers of this state are greatly disturbed over a new policy adopted by E. F. Burke, the recently appointed head of the food inspection work of the State Department of Agriculture, because, if it holds water on a test before the courts, it will be made to virtually require that ingredients of every food product be stated on the label and with such detail as to make a legal label look like a laundry bill.

According to letters received by several food producers lately, it is intended to require that if any food product be a "mixture, compound, combination, imitation, or blend, the character and constituents of which it is compounded must be stated on the label."

Heretofore, manufacturers have been of the opinion and so have food officials that if a label declared the general character of the ingredients, it was all the consumer needed to know, and this new ruling is a source of much annoyance. But E. F. Burke, agent for the department, has lately notified one manufacturer that nothing is entitled to be labelled as a "pickle" but a pickled cucumber; all other ingredients being "pickled vegetables."

GIBSON CANNING CO. DENIES GREAT SHORTAGE IN BEAN CROP

(From *The Canning Trade*)

"Much has been said and is being said daily in various trade publications and journals," writes the Gibson Canning Co., of Gibson City, Ill., "on the subject of the great shortage in the bean crop this year. It is generally known that the acreage in beans this year is greatly in excess of that of any previous year. Early crop prospects promised a gigantic crop. These prospects, however, were shattered by hot winds and drouth which appeared in July and the prospect pedulum swung to the other extreme. Pessimistic reports of the most discouraging nature became the rule.

"It is only fair now, however, to follow the pendulum in its course from its pessimistic extreme to the conditions as they appear to-day. Last Saturday, September 2, there was a meeting of the Central Michigan Bean Jobbers' Association at Alma, Mich. There were about 180 bean jobbers present. The report from practically all was that conditions had improved to a most unexpected degree in the last three weeks. At this meeting, while some eighty jobbers were still present, the chairman requested that each give his personal views, based on personal observation, regarding the bean crop prospects three weeks ago, two weeks ago and last week. The consensus of opinion was as follows: Three weeks ago the prospect was for five bushels per acre; two weeks ago, seven to ten bushels per acre; last week it looked as though it might go twelve to fifteen bushels per acre on an average, which would, in fact, be about a normal crop.

WESTERN FARMERS TO HOLD WHEAT

(From the *Canadian Farmer*)

The wheat growers in the West have organized for the purpose of holding their wheat for the higher prices which come along each year as soon as the bulk of the grain is out of the farmers' hands. It looks like good business on the part of the growers if they can so finance matters as to hold for a sufficient time. There was a big crop last year and many farmers are in a position to hold who would not have been able to do so a year ago. Taking one season with another the farmer has not received full value for his crop, because he has been forced to sell at the season of the year when prices are low. If the present movement succeeds it will give a new impetus to farming in the West and place the farmer in a position where he will get the advantage of advance in price, and not the speculator in wheat. There will no doubt be criticism of the grain growers' action in certain quarters. But why should he worry? The farmer has as good a right to organize to get the most out of what he has to sell as anyone else. This country is just full of combines and organizations for the purpose of advancing prices, and they don't belong to the land either. We could name dozens of different lines of business, controlled by organizations whose one aim is to stifle competition and to maintain prices. But as we understand it, the plan of the Western grain growers is not a combine but merely an effort to secure for the producer the increased prices for wheat, which heretofore have gone into the hands of the speculator. It will not enhance the price of flour or bread to the consumer one iota. The wheat, if marketed early, would be held by somebody else who would get the benefit of the higher values later on and not the farmer. It is a case of who will get the higher price, the farmer or the speculator in wheat. The farmer is the one who should get it, and we hope he will.

INDUSTRIAL HYGIENE

(From *The Canner*)

That the modern development of shop practice is a potent promoter of sanitation is becoming more and more generally recognized. As manufacturers of food products, the Joseph Campbell Company have always taken the greatest care of the health of every employee. This is only one of the first and most natural steps in safeguarding the purity of our product; but the unceasing efforts for the promotion of efficiency have caused the managers of many dissimilar industries to follow the example set by the more advanced food manufacturers.

In the small shop diffusion of disease among employees might not be serious, but when one manufacturer proposes to employ thousands of men and women the questions of housing, bath and toilet facilities, light and ventilation become important problems. So it has come to be recognized that greater efficiency of employees is bound to result from the maintenance of their good physical and mental condition.

When it became evident that what the New York Sun calls the "pocket nerve" was affected, many great corporations instituted systematic examinations of operatives by physicians expert in tuberculosis. A good system of medical examination is the proper basis of economic service to the employee, the employer and from them to the community.

Wise managers of large industrial enterprises have learned from the army and navy, police and fire departments, and from some railway services that the environment of their working people must be sanitary in order that they may meet competition successfully. We believe that this fact will be the cause of a distinct improvement in the physical well-being of the race.

NATIONAL ECONOMY

(Monthly Commercial Letter of the Canadian Bank of Commerce).

Even although their patriotism be undoubted, nevertheless many Canadians are aiding the enemy by thoughtlessly frittering away the profits and earnings due to a prosperity which may be suddenly arrested by the advent of peace. The Trade Returns continue to furnish evidence of the importation of many unnecessary articles and, to the extent that this is the case, our financial ability to resist the enemy is lessened. The words of Sir Charles Addis, in his address on "The Means of War Finance" appy to Canada as much as to the United Kingdom, when he says that people "do not understand that by the manner of their personal expenditure they may be determining whether the horrors of the conflict are to be prolonged or the blessings of peace anticipated. There does not appear to be as yet any general or adequate recognition of the special responsibility for the right use of war earnings attaching to those whose prosperity depends upon the continued sacrifice of life and limb by their fellow-countrymen in the field. It is surely a small thing to ask of those who are restrained from joining the fighting line by the disabilities of age, or infirmity, or sex, to make some sacrifice for those who are fighting their battles for them. Sacrifice! let us call it what it is—a privilege, perhaps the only privilege left to us."

BAKERS WANT NEW LAW

Bakers of London and Western Ontario decided to ask the Attorney-General's Department for an amendment to the Ontario Bread Act, whereby bakers may turn out loaves of any size they desire, so long as the weight of the loaf is marked clearly on the label.

FLOUR AND CEREALS

Flour Quite Firm; Mill Feeds Firmer

Flour Unchanged—Further Increase in Mill Feeds Looked For—Transportation Trouble

Montreal—

FLOUR AND FEEDS.—Prices on flour showed a slight slackening tendency at the beginning of the week, but not enough to affect the market at all. The submarine scare had its effect, and the market is not clear as to the intentions of the Government. Large wheat purchases would firm things up, but with the business in abeyance there has been a passing lull in the hurrying pressure toward greater firmness in flour. With mill feeds it has been steady and steadier firmness all along. Demand far exceeds supply. There is a premium of at least a dollar a ton on straight cars of feed as against mixed cars. Feed flour is quoted by some firms a good deal higher than the rates given in quotations below, but these quotations prevail over a wide market. Lake and rail transportation for mill products seems to be congested, making it necessary to ship mill feeds more by rail than by lake, adding to their cost in some cases. The scarcity and very high price of cotton seed which in past memory has been known to ease the market for feeds, helps to firm things further up. Forty dollars a ton is quoted for cotton seed. There are opinions on the market now that feeds will go higher still before very long.

	Per bbl. of 2 bags
Manitoba Wheat Flour	
First patents	9 40
Second patents	8 90
Strong bakers	8 70

	Car lots	Small lots
Winter Wheat Flour—		
Fancy patents	8 00	8 25
90 per cent., in wood	7 25	7 50
90 per cent., in bags	3 40	3 50
Bran, per ton		28 00
Shorts		30 00
Special middlings	31 00	35 00
Feed flour	38 00	40 00
Feed oats, per bushel		0 68

CEREAL PRICES KEEP ON THE FIRM SIDE

Montreal—

CEREALS.—The generally firm tendency of the market for wheat and all grain products is reflected steadily in cereals. Demand for the oat products is on the increase for the Winter months. Barley is a little firmer this week. Corn flour is also firmer by a considerable figure. Peas will be found costlier than quotations of the past week. There is a pretty confident prediction being made in the trade that the price of packet oatmeal goods of a well-known and well-advertised make is going to alter upwards soon from $4.25 to $4.50 per case.

Barley, pearl, 98 lbs.		5 00
Barley, pot, 98 lbs.		3 80
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.		3 15
Cornmeal, yellow, 98 lbs.		2 95
Graham flour, 98 lbs.		4 45
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		3 70
Oatmeal, granulated, 98 lbs.		3 70
Peas, Canadian, boiling, bush.		3 30
Rolled oats, 90-lb. bags	3 20	3 50
Rolled wheat, 100-lb. bbls.		3 50
Rye flour, 98 lbs.		3 30
Whole wheat flour, 98 lbs.		4 45
Wheatlets, 98 lbs.		4 70

Steady Feeling In Wheat and Flour

Wheat Has Had a Slightly Easier Tendency During Week, With Prices Shaded Trifle From Those of Last Week—No Change in Flour

Toronto

FLOUR.—With wheat holding fairly firm at recent high levels, there has been no disposition during the past week on the part of millers to move their prices for flour either upward or downward. Demand for flour has been heavy. During the week the prices of wheat were slightly easier, although the downward trend has not been sufficient to make any change in the same direction in the price of flour. Much depends on the action that the British Government takes with respect to buying wheat and flour. There is a feeling abroad that if the Government does undertake to do the buying that it will crowd out the speculative cash element so far as the wheat and flour needs of the Empire are concerned. October No. 1 Northern sold on Monday at Winnipeg at $1.63; December at $1.58 6-8, and May at $1.61 6-8. Ontario Winter wheat also holds steady in price at the quotations of last week.

	Small lots, per bbl	Car lots of 2 bags
Manitoba Wheat Flour		
First patents	9 50	9 30
Second patents	9 00	8 80
Strong bakers	8 80	8 60
Ontario Winter Wheat Flour—		
High patents	8 50	....
Second patents	8 20	8 00

FIRMNESS IN PRICES OF BARLEY PRODUCTS

Toronto

CEREALS.—There is a firmness in the market for barley during the week. People are coming to recognize the value of barley as a food and its comparative cheapness when compared with some other cereals. This has caused a greater demand for the article with a consequent firmness in the market. The crop of barley has been none too good this year. It was selling at $1.03 in Winnipeg at the latter part of last week. This constitutes almost a record price. Corn flour has advanced 25c per 98 lbs. during the week. There is also a firmness in rolled oats, an increase of 10c being recorded.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98-lbs.	4 00	4 25
Beans, prime	4 75	5 25
Buckwheat grits, 98 lbs.	....	4 50
Corn our, 98 lbs.	....	3 25
Cornmeal, yellow, 98 lbs.	....	2 95
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	....	3 0[illegible]
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 85
Oatmeal, granulated, 98 lbs.	....	3 85
Peas, Canadian, boiling, bush.	....	3 00
Rolled oats, 98 lb. bags	3 35	3 45
Rolled wheat, 100-lb. bbls.	....	3 75
Rye flour, 98 lbs.	....	3 20
Whole wheat flour, 98 lbs.	4 35	4 55
Wheatlets, 98 lbs.	4 65	4 85

DEMAND FOR MILLFEEDS SHOWS NO ABATEMENT

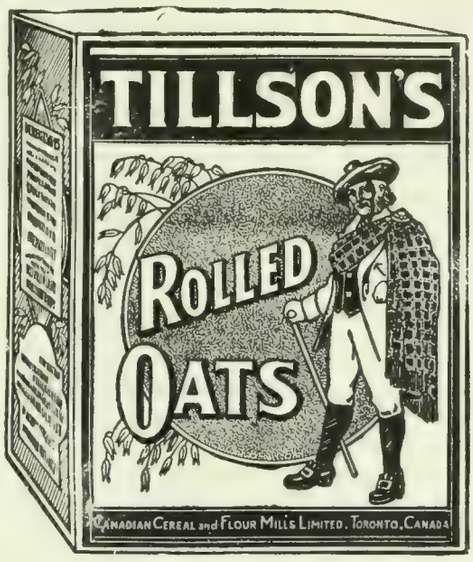
Toronto

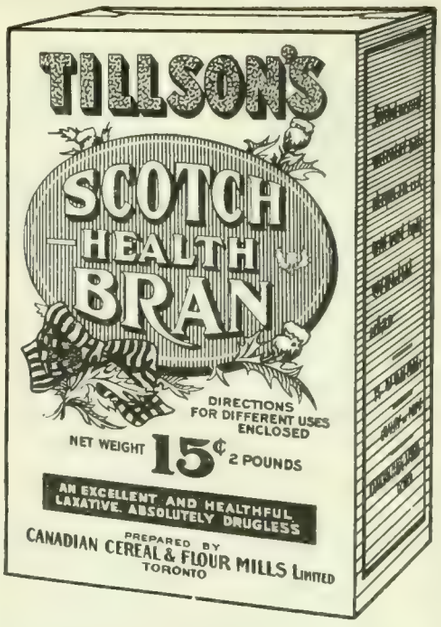
FEEDS.—Demand for millfeeds of all kinds shows no let-up. Mills are still limiting the amount they will sell in the ratio of 300 bags of millfeed to 100 bags of flour. Some mills are a month behind with their orders on these commodities. Labor conditions are causing millers considerable trouble. Freight handlers and men to handle flour are scarce. It is from this class of men that enlistments have been particularly heavy. Bran is in great demand as a stock food. As the winter progresses the demand is expected to increase. There are no price changes to record, with the exception of Ontario oats, which have increased in price 1c per bushel. This steadiness in price is somewhat of an exception as advances in millfeeds have been steadily maintained for some weeks past.

		per ton
Mill Feeds—		
Bran	28 00	30 00
Shorts	30 00	32 00
Special middlings	33 00	....
Feed flour, per ton	46 00	48 00
Ontario oats, outside points	0 55	0 57

The kind that makes real porridge. A strength-sustaining food that is a big seller everywhere.

Quality, then Price—Our Standard





widely known, popular, and easily digested, Tillson Scotch Health Bran is a good line to feature.

The most popular cereal breakfast food. Contains every unit of nourishment necessary to the building up of vigorous health. Stock it for bigger winter selling.

Rainbow Flour—the best flour for baking. Much sought after because of its high-grade qualities. A flour, the results of which bring the housewife back for more.

Gold Seal—the perfect pastry flour. Known and appreciated by good housewives everywhere. Always a quick seller and a sure profit-builder.

Canadian Cereal and Flour Mills Co., Limited

TORONTO - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Live Hogs Drop 35c During Week

Good Supplies Have Been Reaching Market—Farmers Disposing of Hogs on Account of High Price of Feed

Toronto—

PROVISIONS.—Another decline of 35c was recorded in the price of live hogs during the week. Farmers have been sending their porkers along to the market in fairly good numbers, not caring to face the feeding problem in the face of high feed prices. Live hogs, fed and watered, were quoted at $10.65 per hundred during the first of this week. Dressed hogs have held steady in price. All cooked meats have also held at recent quotations. Some farmers in various parts of Ontario are reported to have disposed of young suckling pigs at $2 per pair. This is an exceptionally low price, and would seem to indicate a shortage of hogs in the not distant future if this action is persisted in for any length of time. They are apparently not disposed to keep their young pigs at any price.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17¾
Tubs, 60 lbs.	0 17¾	0 18
Pails	0 18¼	0 18½
Bricks, 1 lb., per lb.	0 19	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14	0 14¼
Tubs	0 14¼	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14¾
Bricks, 1 lb., per lb.	0 15½	15¾
Hogs—		
Dressed, abattoir killed		17 50
Live, fed and watered		10 65
Live, off cars		10 95
Live, f.o.b.		10 15

BUTTER PRICES GO UP 1c PER POUND

Toronto—

BUTTER.—Butter prices were advanced 1c per pound during the week, with a tendency to work toward still higher levels. A heavy export demand continues and the supply of milk is decreasing. All classes of butter shared in the advance. Some commission men are at a loss to figure out where adequate supplies of butter are going to come from when the winter season advances. All feeds are scarce and high, and this will naturally make the farmers hesitate quite a while before they will feed in plentiful quantities to get the best results from the cows.

Creamery, prints	0 40	0 41
Creamery, solids	0 39½	0 4 1½
Dairy prints, choice, lb.	0 38	0 39
Dairy prints, lb.	0 35	0 36
Strong bakers	0 33	0 34

SLIGHTLY EASIER FEELING IN CHEESE

Toronto

CHEESE.—There is a slightly easier feeling in the cheese market during the week, although commission men assert they do not see any reason why it should be so. Some of the sales at boards were quoted down to a half to three-quarters of a cent, while others maintained a price dangerously near to the 22c level, in some instances 21¾c being paid at the factories. Export continues, although hardly as heavy as in recent weeks. This may have something to do with the easier feeling. Prices have held firm, however, for the most part at recent quotations, with an advance of half a cent recorded in the case of large cheese.

Cheese—		
Cheese, large, per lb.	0 22	0 22½
New, twins, per lb.	0 22½	0 23
Triplets, per lb.	....	0 23
Stilton, per lb.	....	0 23½

FRESH EGGS STILL COME IN SMALL NUMBERS

Toronto

EGGS.—The supplies of fresh eggs are still in very meagre quantities. Some of the local dealers are inclined to believe that merchants and farmers are holding back their stocks in the hope of getting higher prices. This is pointed out as a mistake, as considerable is lost in the deterioration of the quality of the egg. In other quarters the reason for the poor supply is attributed to the falling off of production. As the winter season advances still higher prices are looked for. Storage eggs continue to supply the bulk of the needs. Prices during the week held firm.

Eggs—		
New laids, cartons	0 43	0 45
No. 1 storage, ex cartons	0 35	0 36
Selects, extras	0 37	0 38

SPRING CHICKENS GO UP 1c PER POUND

Toronto

POULTRY.—Poultry has been moving toward the local market in fairly good quantities during the week. There is a dearth in the number of turkeys, however. They have not yet fattened to the point of nicety. There has been a fairly heavy run on spring chickens, and prices for both live and dressed being paid by commission men at Toronto have advanced 1c per pound. Live spring chickens are now bringing 15c per pound and dressed 18c in this market. All other prices hold steady.

	Live	Dressed
Spring Chickens	0 15	0 18
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys (over 9 lbs. each)	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

DEALERS OFFERING BETTER HONEY PRICES

Toronto

HONEY.—Dealers in honey have shown a disposition to offer higher prices for honey during the past week. Prices they are now prepared to pay range from 9½c to 10c per pound. Producers have shown a disposition to wait for more money than that offered by commission men during the first of the season. The latter have now made the first overtures toward getting together, and there is greater possibility of honey moving in larger quantities in the near future. Quotations are firmer in price by 1c per pound.

Honey—		
Clover, 5 and 10 lb. tins	0 12½	0 13½
60-lb. tins	0 12	0 12½
Comb, No. 1, doz.	2 40	2 75

COLD STORAGE EGGS SUPPLY LOCAL DEMAND

Montreal

EGGS.—Receipts in Montreal during the week ending October 14th, were 25,935 cases, which include all United States and Canadian goods for export shipment. Receipts from the country are getting less and less all the time, and dealers are now using their cold storage eggs to fill local requirements. The market for eggs remains very firm, though prices are unchanged from last week's quotations.

EGGS—	
New-laid, cartons	0 45
New-laid, ex cartons	0 46
Selects	0 38
Number 1	0 34

BETTER QUALITY OF POULTRY COMING IN

Montreal

POULTRY.—The market for poultry continues much as last week, only deliveries show a marked improvement on the quality of the birds formerly offered. Farmers appear to have taken

to heart many warnings given them to crate feed their poultry and so secure higher prices and better profits on the transaction in the market. Prices remain steady as previously quoted, being as follows:—

Fowl—		
Chickens, milk-fed, crate fattened, lb.	....	0 18
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	....	0 17
Young ducks	....	0 13
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 23

BUTTER KEEPS ON THE UPWARD CLIMB

Montreal

BUTTER.—The market for butter continues to advance. Prices at Cowansville on Saturday reached 39½c, and the market this week is two cents per pound higher. Butter is now selling at 42c for solids, and 42½c for prints to the retail. Dairy butter is scarce and will likely continue to be so until the cheese factories close down and farmers begin making butter for the market. The continually increasing cost of feeds is held largely responsible for the rising price of butter. Arrivals of butter to Montreal during the week ending Oct. 14 were rather larger in quantity than for the previous week, being 19,906 pkgs. as compared with 15,773 pkgs. Prices are as under:—

Butter—		
Creamery, prints	....	0 42½
Creamery, solids	....	0 42
Dairy prints, choice, lb.	0 36	0 39
Dairy prints, lbs., in tubs	0 35	0 37

Lard Up In Price, Also Shortening

Hogs Plentiful in Supply, but Unsatisfactory as to Quality—Lard is Dearer

Montreal

PROVISIONS.—Live hogs were selling at from $11.25 to $11.50 per 100 lbs. this week in Montreal, and although supplies were coming in plentifully there was a firming tendency in prices. Quality of offerings was not greatly admired, market opinion being outspoken as to the need for improvement in this respect. Dressed hogs were quoted at 16½ cents per lb. There was little of particular note in market trends or events during the week's opening, but lard and shortening were both quoted higher, and this firming tendency was very marked The market kept very firm as regards these two commodities. Prices otherwise were unchanged.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 18	0 18¼
Tubs, 60 lbs.	0 18¼	0 18½
Pails	0 18¾	0 19
Bricks, 1 lb., per lb.	0 19¾	0 20
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15	0 15¼
Tubs, 50 lbs.	0 16¼	0 16½
Pails, 20 lbs., per lb.	0 15½	0 15¾
Bricks, 1 lb., per lb.	0 16½	0 16¾
Hogs—		
Dressed, abattoir killed	....	18 00
Live, F.O.B. Montreal off cars	11 65	11 75
Live, off cars	....	10 90
Live, f.o.b.	....	10 15

CHEESE MARKET IS QUIET BUT FIRM

Montreal

CHEESE.—The market for cheese has been varied during the past week. Outside of the orders which are in the hands of a few dealers at present there is very little business passing. Export shipments continue fairly satisfactory, but a good deal of the cheese being exported is for Government orders. At the same time dealers do not expect any lower prices for cheese. Following prices are prevailing this week in Montreal:—

Cheese—		
Large, per lb.	0 22	0 22½
New, twins, per	22½	0 23
Triplets, per lb.	....	0 23
Stilton, per lb.	....	0 25
Fancy old cheese, per lb.	....	0 25

PICKLE PRICES FIRM

One of the largest Western Canada manufacturers of vinegar and pickles, in a circular letter to the trade, has the following to say on the market as regards pickles, sauerkraut, dills and vinegar. Some time ago it was stated there would be a bumper crop of pickles; it appears, however, that cucumbers have not done as well as was expected, and that it will be necessary for some manufacturers to import cucumbers for pickle manufacturers. The information sent to the trade is as follows:

PICKLES.—In regard to the next six months—we are satisfied that present prices will hold firm with a possibility of advances towards the end of the year. In the early part of the season we felt that there would be a bumper crop of pickles, but the cold, late, backward spring and the extreme heat during the growing season has not been favorable to the production of cucumbers. Our own farms and contract growers have been able to supply us with only about one-third of our requirements, so that it will again be necessary to import in order to meet the demands of the Western Canadian trade. Another factor which contributes to the stiffening of prices is the difficulty experienced in obtaining containers and their advancing cost, as well as almost everything that enters into the finished product, including metal caps, rubber rings, spices, vinegar etc.

SAUERKRAUT.—As Western Canada has in the past imported sauerkraut largely from the other side of the line, where this year there is a scarcity, very high prices will rule. The cabbage crop throughout the United States is almost a total failure and prices are higher than they have been for fifteen years. Canadian kraut to-day is low as a fair crop has been obtained, but owing to the fact that so much has hitherto been brought into the country, Canadian packers have not prepared themselves to meet the heavy demand that is being made upon them, and prices will rise. We are to-day quoting 40 gallon casks, Imperial measure, at $7.50 f.o.b. Winnipeg or Portage La Prairie, Man., for delivery October 15th. This price holds good until the end of the month. October 1st price is $8.50, terms thirty days net and no contracts.

DILLS.—Dill pickles, the demand for which have shown a decidedly upward trend, will be higher this year in price. Dills to be acceptable must be uniform in size, but the hot weather has caused the cucumbers to grow nubby, so that the supply available for putting down as dills is limited, and before the end of the season they will be commanding a much higher price than quoted to-day. They are good buying.

VINEGAR.—In regard to pure spirit vinegar — present prices will probably hold steady until about October when there may be a further advance. The supply of alcohol is very uncertain and Eastern distillers will give no assurance as to either price or quantity of spirit they are prepared to furnish.

FISH DAY OCTOBER 31.

Every Tuesday As Well As Friday Thereafter, To Be a Fish Day Also.

The Canadian Fisheries Association at their last meeting held in Montreal, decided that October 31 should be the National Fish Day, and at the same time the inauguration of the separation of the idea of fish from Friday. After October 31, this year every Tuesday in the week will be Fish Day as well as Friday. The idea of this National Fish Day, which has been followed up with so much success was first mooted by J. A. Paulhas of the D. Hatton Fish Co., Montreal, and it has taken quite a hold on the Fish Trade generally, and also on the public. It certainly should be a big item in the Fish Industry of the Dominion.

The police are investigating an alleged conspiracy on the part of three Germans from Detroit to blow up three canning factories in Kent County, engaged in preparing canned goods for shipment to the Allies. A Canadian woman who speaks German is said to have overheard the foreigners plotting the destruction of the plants. The police failed in their efforts to locate the alleged dynamiters.

Beyond all doubt

it is most important to stock only high-grade lines in your fish department. The prudent housewife is more than usually careful in selecting dependable canned sea foods. And right there is the reason for the unprecedented popularity of

Brunswick Brand Sea Foods

Nothing is left undone that would tend to make these wholesome sea foods leaders in their respective lines.

From the time they are taken from the waters of Passamoquoddy Bay everything that care and experience can do to preserve their sweet, natural flavor is done.

And the result—repeat sales wherever Brunswick Brand is featured.

Try them. Convince yourself that they are really worth featuring, particularly during the cold days. Here's our list of sellers:

¼ Oil Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams

Connors Bros.
LIMITED
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

	Screw Top Glass Jars 16 oz. glass 2 doz.case Per Doz.
Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz The above 2 doz. to case, 10's ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

Quality | Prestige | Sales

If it's a "Lever Brothers" product, its quality goes unquestioned. That is a fact equally well-known to the public as to the grocers of Canada. That there is a certain, profitable "prestige" with the better class consumer in handling such goods is admitted and, of course, our nation-wide advertising sees to it that the "sales" are satisfactory.

Here is the cheapest soap any consumer can buy.

Not because of mere "bigness" but because of its superior purity. For a purer soap cannot be made than "Sunlight." No fillers or adulterants. The customer's money buys ALL soap. Our $5,000 guarantee of purity has never been matched. There must be a reason.

LEVER BROTHERS, LIMITED

Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Shoulders
Picnic Hams
Short Rolls

Fresh Pickled Smoked

These cuts are quoted at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$6 95
Reindeer Brand, each 48 cans	6 70
Silver Cow, each 48 cans	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25.
Boiled Beef, 1s, 3.50; 2s, $7.50; 6s, $25.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.50.

If any advertisement interests you, tear it out now and place with letters to be answered.

MacLEAN'S *for* NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
Arthur E. McFarlane
Robert W. Service
Peter McArthur
Betty Thornley
H. F. Gadsby
Hopkins Moorhouse
H. M. Tandy
Hugh S. Eayrs
C. W. Jefferys
J. W. Beatty
Harry C. Edwards
E. J. Dinsmore
Lou Skuce
Henry Raleigh

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

At all News-Agents Fifteen Cents

Hand Her The New STERLING CATSUP

and it's a safe bet that she'll come back again for more. The standard of quality embodied in this delicious catsup is up to the usual Sterling mark. What more need be said?

Sterling Catsup is *non-preservative and non-colored* — it is the most pleasing combination of palatable wholesomeness obtainable in the catsup line anywhere.

In displaying Sterling Catsup, you are laying the foundation of better customer-confidence and bigger profits.

How about a trial order?

Sterling BRAND

The Made in Canada Quality Mark

T. A. LYTLE CO.
LIMITED

STERLING ROAD TORONTO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.

Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $1.20.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.

Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.

In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c.
In 85 lb. Tubs, 12½c.

In Glass, 1s, $2.30.

Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.

Clark's Peanut Butter—Pails 24 lbs., 17c per lb.

Clark's Tomato Ketchup, 16 oz., $2.40.

Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.75; 12s, $9.50; 2s, flat, $1.75.
Individuals, 70c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, $1.50; 3s, $2.15; 6s, $7; 12s, $10; 3s, flat, $1.85; Individuals, 75c doz.

Pork and Beans, Chilli, 1s, 90c; 2s, tall, $1.50; 3s, flat, $1.85.
Individuals, 75c doz.
Tomato Sauce, 1½s, $1.30; Chili Sauce, 1½s, $1.20; Plain Sauce, 1½s, $1.25.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.

Clark's Chateau Chicken Soup, $1.10.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.

Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14⅛
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 25
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 95
Durham, 1-lb. jar	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 10
Lemon, 2 dozen	1 55
Orange, 2 dozen	1 55
Raspberry, 2 dozen	1 55
Strawberry, 2 dozen	1 55
Chocolate, 2 dozen	1 55
Peach, 2 dozen	1 55
Cherry, 2 dozen	1 55
Vanilla, 2 dozen	1 55

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith litho. dredge. 2½ oz Per doz
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Seasonable Goods

NOW ARRIVING

OYSTERS

H. C. ROWE & CO.'S
Celebrated Deep Sea Long Island Sound Oysters.

Scotch Finnan Haddies
from best curers

Extra Fancy Jersey Sweet Potatoes

Extra Fancy Cape Cod Cranberries

The House of Quality

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

Cranberries

Grape Fruit
Jamaica Oranges
Sweet Potatoes
Tokay Grapes

Fresh New Season's Goods
Now Being Delivered.

WHITE & CO., LIMITED

Fancy Fruits and Vegetables

Toronto

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed under

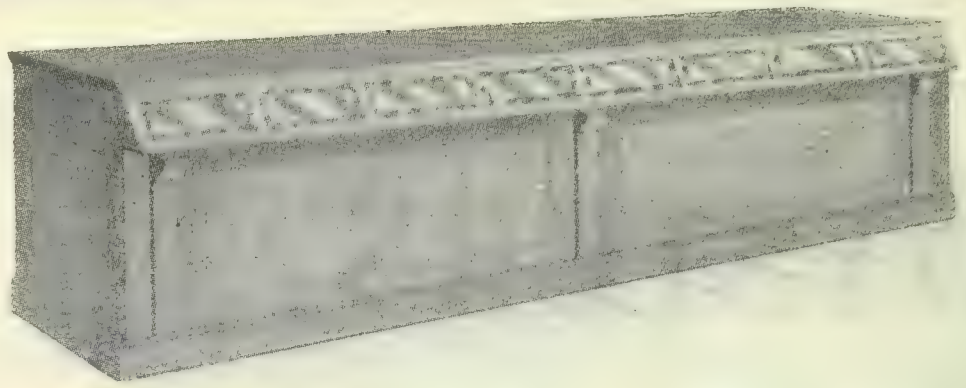
"St. Nicholas" Brand

J. J. McCabe
Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Where have your profits gone?

Your old-style counter has stolen them! It is stealing more every day by taking up space that should be making money for you. Get rid of it. Instal an Arnett Grocery Counter and make money, save time, lighten labor, serve more trade and serve it better and quicker. Sell cleaner goods. Attract new trade; hold the old. Its cost is small it will pay for itself before you finish paying for it.



THOS. LEWIS ARNETT
SOURIS - - MAN.

Send a post card for full details.
Do it NOW!

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

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Every day our customers have a new demonstration of the desirability of handling the Victoria Brand of high-class foodstuffs.

It "tones up" your store; your customers feel the effect of it, because they like to deal where they can get the best quality. Your sales-people also like to handle such goods, because they feel they are doing both your customers and yourself good.

"Victoria" brand labels imply the highest grade of groceries.

Get a sample of any of the following, you'll be convinced that our statement is true:

Coffee	**Canned Fruits**
Tea	**Canned Vegetables**
Spices	**Canned Salmon**
Extracts	**Peanut Butter**
Ketchup	**Currants**

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

POSITION WANTED

YOUNG MARRIED MAN, SEVEN YEARS' experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

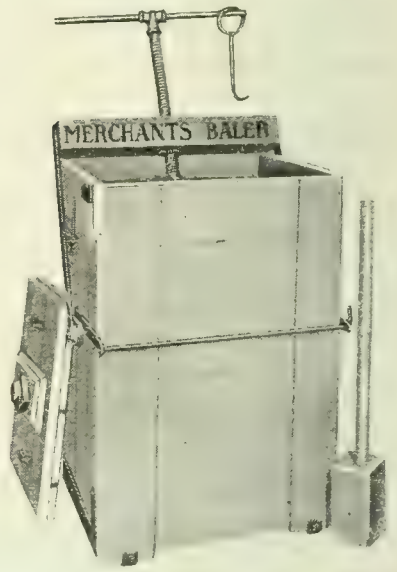
We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price, Quality, Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

Jenkins & Hardy
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Shaving Cream
Dentifrice
Men's Talcum
Borated Talcum
Sen Yang Talcum
Violet Talcum
Flesh Tint Talcum
Unscented Talcum
Cream Tint Talcum
Liquid Soap
Cold Cream
Tar Shampooing Cream
Bath Powder

Who Deserves Your Window Space?

Surely, the manufacturer on whose products you make a goodly profit, and who advertises those products and samples them extensively and who co-operates with you in every direction, is the one who is most deserving of your window space.

The "House of Mennen" is entirely such a manufacturer. The 1916 Mennen advertising campaigns are bigger, better, and more extensive than ever before. You should display the Mennen Products prominently, in order that you can derive the most benefit from these campaigns.

Three very attractive window displays have been prepared for you; one on *the* Shaving Cream, one on *the* Talcum Powder and a combination display of both. Write for one or all of them to Harold F. Ritchie & Co., Ltd., Toronto.

Canadian Agents:
Harold F. Ritchie & Co., Limited
Toronto, Ontario

Mennen's Products are Made in Canada by
G. Mennen Chemical Company
Montreal, Quebec

Make Your Shelves Sell Goods

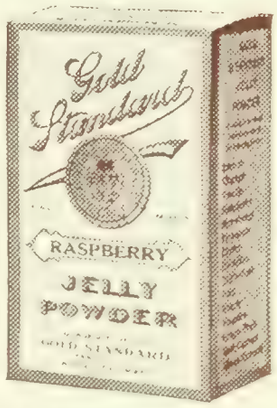
Set apart one section of your shelving for a display of

Gold Standard

Pure Food Products

Choose a spot where your customers' eyes naturally fall. Arrange the full line in full view. Your customers will sell to themselves in a great many cases. You will never know just how well this scheme pays until you try it.

If you happen to be one of the few grocers in the West who do not now stock the Gold Standard line, write us for our interesting and profitable proposition.



THE CODVILLE COMPANY LIMITED

Brandon, Moose Jaw, Winnipeg, Saskatoon, Medicine Hat, Prince Albert

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

CANADIAN GROCER

VOLUME XXX
No. 43

OCTOBER 27
1916

ANNUAL FALL AND WINTER NUMBER

Wholesale Prices Reach High Marks

Balancing Books at End of Each Day

Features of Cold Weather Trade

Handling Fruit in Winter Time

Christmas Hints and Suggestions

THE · MACLEAN · PUBLISHING · COMPANY · LIMITED · TORONTO · CANADA

Oyster Week

NOVEMBER 6-11

As a retailer of oysters, you probably will agree that what this business has lacked in the past was a definite date to appeal to the consumer. The months with the "R" are recognized as oyster months, but the average consumer waits for the cold weather to suggest the purchase.

The weather in November is reasonably consistent and we believe the time opportune to suggest, in a way out of the ordinary, the palatable and economical advantages oysters afford.

Make a strong play on quality and charge a price that will afford your putting out oysters precisely as you receive them. Watering oysters is an illicit practice and we are informed by Canadian officials that it is going to be stopped this season. They contend that the watering of oysters is a waste of nutrients, and their contention is well-founded.

The fact that the practice has a precedent of generations does not relieve us now of the responsibility for its continuance, and if for no other reason than selfish motives, the practice should be discontinued. We do not want to see prosecutions, as such publicity will do the business no good.

We are exclusively oyster people devoting our entire time and attention to the one thing we know best. We believe we put out under the most favorable conditions, the best stock grown.

Our stock and service is not to be confused with that experienced with houses treating oysters as a side line.

CONNECTICUT OYSTER CO.

LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST., TORONTO, CANADA

DOMINION CRYSTAL SUGAR

—and the far-sighted grocer recommends it

EVERY EFFORT YOU MAKE TO HELP CANADA IS AN EFFORT TO HELP YOURSELF. Strange—isn't it, that this simple truth is so often overlooked? Strange, indeed, that so many merchants fail to discriminate between the product of Canadian origin—and the product whose success means nothing to Canada.

Every pound of

DOMINION CRYSTAL Sugar

that a grocer sells adds to Canada's prosperity, and thereby adds to the grocer's own prosperity. In selling sugar refined from a product of other countries, you do not enrich Canada. In selling Dominion Crystal Sugar, you contribute to the increased production of your own fair land.

Consult your own best interests, and sell Dominion Crystal Sugar wherever you can. Give preference to this sugar that is "Canadian from the ground up."

We do import the finest of raw cane sugar and refine it. But our pride is in the product we make from Canadian Sugar beets—its use is dictated by good judgment as well as patriotism. There is none better.

THE DOMINION SUGAR COMPANY, LTD.

Factories at Wallaceburg, Chatham and Kitchener

Read down this list
and note name of our nearest representative.
Then arrange for him to call.

These men are now on the road with samples of our Christmas lines; lines that no grocer appreciating quick selling values can afford to miss seeing.

To those who know, Moirs' Chocolate values need no enlarging upon, but if you are not already acquainted, we advise an immediate examination.

Here are a few lines from our present assortment:

Sunset	Empress	Purity
Rainbow	Yale	Pearl
Emerald	Old Rose	Peerless
Niagara	Cerise	Federal
Empire	Nile	Finola
Cregon		

If it is inconvenient to have our traveller call don't wait. Send us a letter order for half a dozen or more.

Prompt attention guaranteed.

British Columbia

Messrs. D. M. Doherty & Co., 134 Abbott Street, Vancouver, B.C.

Alberta

Messrs. Watson, Campbell & Smith, Ltd., 224 11th Ave., W., Calgary, Alta.

Northern Saskatchewan

Messrs. Mowat & McGeachy, 403 First Ave., North, Saskatoon.

Southern Saskatchewan

Messrs. McNall & Co., Ltd., Regina, Sask.

Manitoba

Messrs. A. L. Moran Co., Ltd., 206 Donalda Block, Winnipeg.

Province Ontario

Herbert Dowling, 37 Eaton Ave., Toronto, Ont.

Province Quebec

City of Montreal, W. H. McManus, Room 411, Lindsay Bldg., Montreal, Que.

A. W. Dewar, 146 Querbis Ave., Montreal.

New Brunswick

W. J. Wetmore, Dock St., St. John, N.B.

Prince Edward Island

Harry James, 13 Passmore Street, Charlottetown, P.E.I.

Nova Scotia

C. W. Smith, Annapolis Valley and Western Shore.

R. O. Day, Intercolonial and Eastern Shore.

J. C. McKay, Sydney, N.S.

Newfoundland

Fred V. Chesman, 178 Water Street, St. John's Newfoundland.

Great Britain

J. Edgar Betton, "Hotel Cecil," London, E.C.

Messrs. Robert Jamieson & Co. 2 Canning Street, Edinburgh, Scotland.

MOIRS, Limited, HALIFAX, N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

Canadian Pluck

on the battlefields of Europe has won the admiration of the world. Canadian quality as embodied in the

Borden Milk Products

has won the admiration and the confidence of discriminating customers. Are you profiting thereby?

Your wholesaler can supply you with Borden's. Ask him to send you a trial supply to-day. Results are certain.

Borden Milk Company

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

Perfect Satisfaction

is what you give your customer every time you sell him an Orlando Cigar. The fragrant, rich, full-flavored aroma of an Orlando (Invincible) will put "the smile that won't come off" on the face of the most discriminating smoker.

With the coming into force of Prohibition, the Grocer's tobacco department became a still more dependable source of revenue, particularly where such satisfaction-giving lines as the Orlando (Invincible) Cigars are featured.

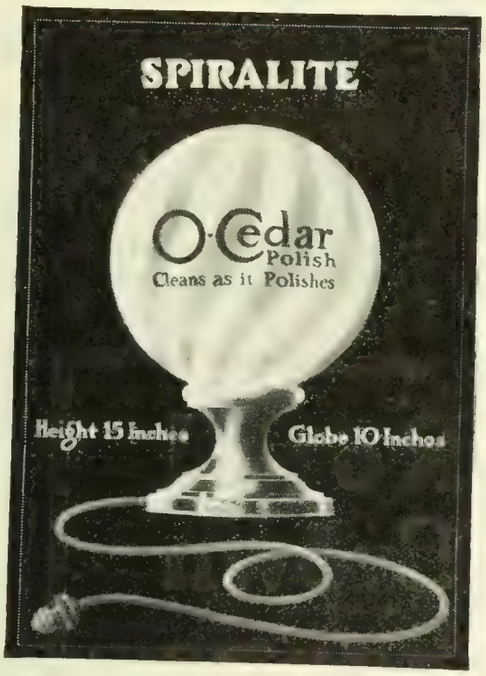
If you are not already handling the Orlando line, you should begin immediately, for a case full of Orlandos will more than justify the expenditure on stock and space taken. By featuring the Orlando you will net a good profit and draw the men to your store.

Order a stock to-day and display them where your customers will see them

W. R. WEBSTER & COMPANY, LIMITED

SHERBROOKE, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



THIS Spiralite, with its light and constant whirl of colours, will make your store window more attractive and profitable. It makes people stop and look, thereby reminding them of our national advertising and directing to you the demand for

O-Cedar Polish

Reg. Can Pat. Office
MADE IN CANADA

At the same time whatever you may have displayed in your window will be noticed by your prospective customers.

Order one of these assortments and get one free;—

Display Deal No. 63.	Sells for
3½ doz. 4 oz. O-Cedar Polish	$10.50
7 " 12 " " "	42.00
½ " qts. " "	7.50
1 only Spiralite	....
	$60.00

Display Deal No. 64.	Sells for
10¾ doz. 4-oz. O-Cedar Polish	$32.25
4 " 12 " " "	24.00
¼ " qts. " "	3 75
1 only Spiralite	....
	$60.00

The above prices subject to usual discount.

PEOPLE must see goods displayed, and the more attractive the display the more results it will bring. You only need to suggest O-Cedar Products to your customers to sell them. Therefore, these attractive counter and floor display stands are very valuable to the merchant in the increase of sales that they will bring.

This Floor Display Stand is a very handsome piece of store furniture. It is so arranged that you can carry a fairly good stock of O-Cedar Polish. It is made of metal, finished in Caucasian Walnut. Here are the measurements: 45" high, 12¾" deep, 25½" wide.

Make up an individual order for $100.00 (net) of O-Cedar Polish and O-Cedar Mops and we will send you one of these floor display stands free.

THIS is a very compact, attractive Counter Display Stand. It is of mahogany finish and substantially made of metal to stand long wear. Our locking device prevents taking the packages from the display until the lock releases the protecting rod. Given free with either of these assortments:

Display Deal No. 61. Sells for

7½ dozen 4-ounce O-Cedar Polish	$22.50
3 dozen 12-ounce O-Cedar Polish	18.00
1 only Counter Display Stand	
	$40.50

Display Deal No. 62. Sells for

2½ dozen 4-ounce O-Cedar Polish	$ 7.50
5½ dozen 12-ounce O-Cedar Polish	33.00
1 only Counter Display Stand	
	$40.50

The above prices subject to usual discount.

We will supply (upon request) attractive signs, window trims, electros and circulars.

Order From Your Jobber.

CHANNEL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The Big 5c Bar

(100 Cakes)

NOTE THE WEIGHT

Royal Crown Soap

is packed—6 Bars in Carton (144's) and 100 Bars Wrapped.

The Biggest 5c Bar Made

Soaps you can recommend for Quality and Service

In hard water as well as in soft water

Royal Crown Soaps

Royal Crown Soaps are a purely Canadian Product, so that in featuring these popular cleansers you not only show good judgment, but you also prove that you are a practical Canadian by encouraging Made-in-Canada enterprise.

It pays to keep these lines prominent in your displays

Royal Crown Laundry and Naptha Soaps, Washing Powders, Cleanser, Lye, Witch Hazel Toilet Soap, and Castiles.

IT PAYS TO PUSH THE ROYAL CROWN LINES
KEEP AT IT

THE ROYAL CROWN SOAPS, Ltd.

WINNIPEG

ROYAL CROWN **NAPTHA** SOAP.

Also Factories at CALGARY and VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

WINDSOR AND REGAL SALT

Windsor Salt for GENERAL Use

Of course thousands of homes use Windsor Salt for the table—and always will. They also use it for cooking—and for every other use to which such a pure salt can be put. This accounts for the enormous demand for it.

Regal Salt for TABLE Use

Prepared expressly for the table. It's the finest grain of Windsor Salt with a small proportion of Magnesium Carbonate — to keep it always dry and free running. The patent aluminum spout on the box is a convenience when filling salt shakes.

SUPPLIED ONLY THROUGH WHOLESALERS

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO

Every Reputable Grocer prefers to carry in stock the *Purest* and *Best* in each line.

And every storekeeper who knows the advantages of an attractive display, will be convinced that

BRITISH COLUMBIA PURE CANE SUGAR

fills both requirements.

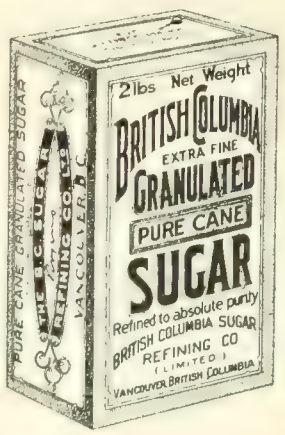
Besides the regular larger packages, British Columbia Sugar is put up in these convenient cartons :

Granulated - 2 lb. and 5 lb.
Icing - - 1 lb. and 2 lb.
Lumps - - 2 lb. and 5 lb.

These cartons are packed and sealed by the most modern mechanical process whereby no hand touches the sugar.

The British Columbia Sugar Refining Company, Ltd.

Vancouver - B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

ROGERS' GOLDEN SYRUP

Rogers' Golden Syrup in "Perfect Seal" Jars—use the jar afterwards for home preserves and pickles.

—is the last word in cane syrup manufacture. Possessing as it does a rich and pleasing flavour, this syrup is guaranteed to be made from nothing but cane sugar, a special grade of which is imported by the manufacturers for this purpose.

Rogers' Golden Syrup is put up in the following packages:

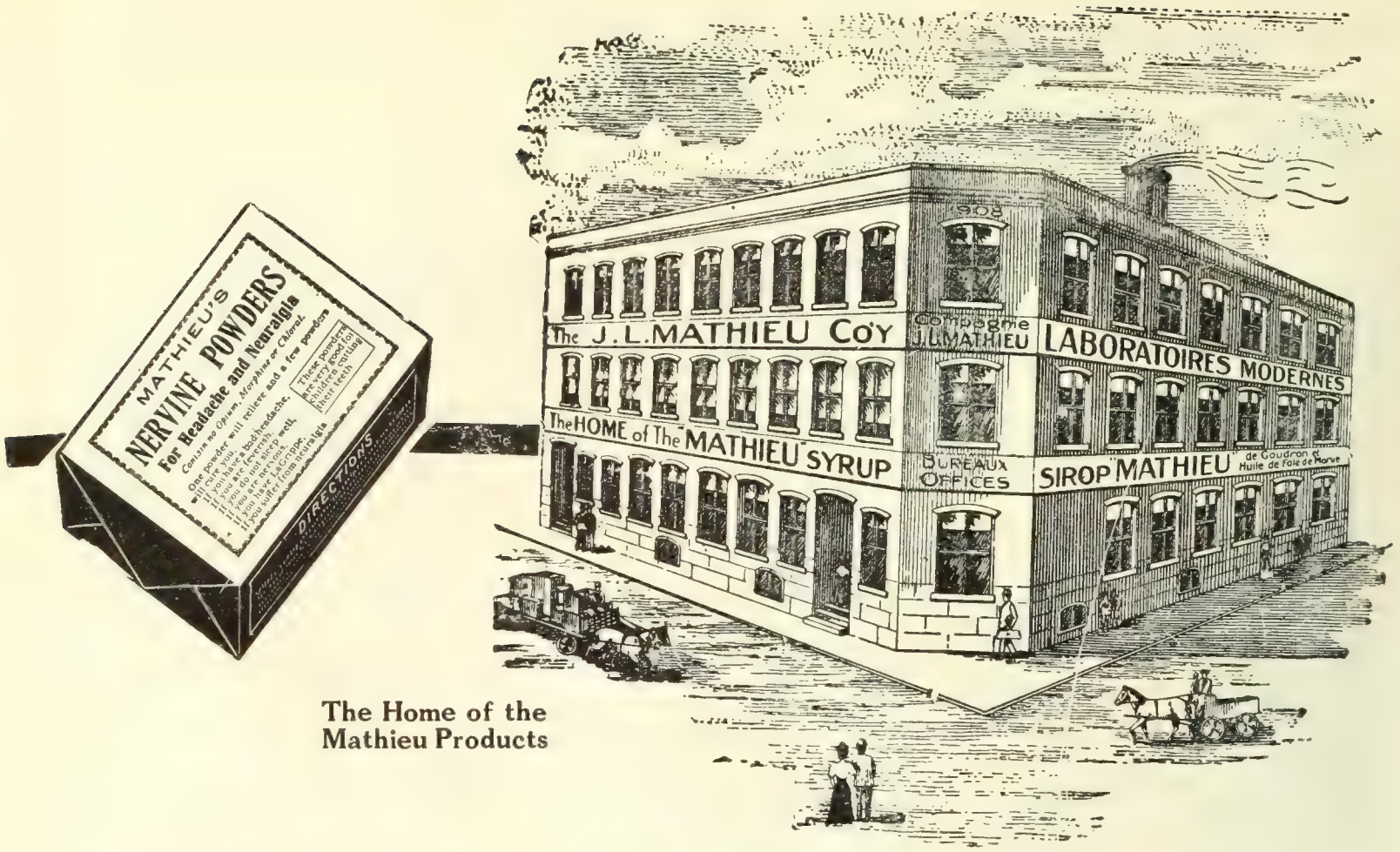
2 lb. tins, 24 to a case
5 lb. tins, 12 to a case
10 lb. tins, 6 to a case
20 lb. tins, 3 to a case
3 lb. jars, 12 to a case

For prices see "Quotations for Proprietary Articles," page 144.

The Grocer carrying a stock of Rogers' Golden Syrup in "Perfect Seal" jars will find these unquestionably the most attractive packages in his store.

The British Columbia Sugar Refining Co., Ltd.

VANCOUVER, B.C.



The Home of the Mathieu Products

Mathieu's Products are perfectly dependable

The demand for Mathieu's Nervine Powders and Mathieu's Syrup of Tar and Cod Liver Oil, is ever increasing because of the good results they invariably produce. Grocers handling these dependable lines find them particularly profitable. Not only do their sales benefit the dealer directly through the sales they bring, but the good the customer derives from them is such as to guarantee the Mathieu dealer more business in other lines.

The coming of the cold wintry days will be an opportune time to introduce Mathieu's Syrup of Tar and Cod Liver Oil to your customers. They will appreciate your thoughtfulness.

There is a year round demand for Mathieu's Nervine Powders. Keep them displayed where your customers can see them.

A trial supply will put you in line to test the true selling merits of Mathieu's products.

J. L. Mathieu Company

Sherbrooke, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

They protect your reputation

This is an advertisement to be read by both packers and dealers—wholesale and retail—especially by those who have suffered losses because packages were sealed with something much less good than

Anchor Caps

which are positively air tight besides being highly efficient and attractive as a closure. They positively prevent spilling or leakage and other forms of spoilation, the result of air admission.

PACKERS: We invite you to put it up to us to prove our case **in your own factory.** We've submitted to this test many times and have always won our point—to the great satisfaction of the packer.

Retailers and Wholesalers: You, too, have an interest in this matter and we suggest that you should ask the packers for whom you sell, "Are your goods protected with Anchor Caps"? It is an important question as many will tell you who were aforetime careless about the closure used.

Correspondence invited.

Anchor Cap and Closure Corporation of Canada, Limited

50 Dovercourt Road, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

TO OUR PARTNERS

You have a profit-sharing interest in the

Big *Sani-Flush* Partnership

Each time you sell a tin of this unique toilet-bowl cleanser you draw a dividend.

What particular advantage is there to you in selling

Sani-Flush?

You make a profit which you would not make otherwise. ***Sani-Flush*** is the only product of its kind. With the installation of the first toilet bowl came the necessity for a method of cleaning it. ***Sani-Flush*** is the one answer to this need.

Women are glad to find out about ***Sani-Flush*** because it takes away the disagreeable features of a necessary task and it promotes the sanitary cleanliness of the home. Many of your customers are convinced by magazine advertisements of the desirability of ***Sani-Flush***; they will purchase it readily when you make a display.

Sani-Flush is needed in all residences, hotels, hospitals, stations, factories, offices and other buildings where there are toilet bowls.

Write us for assistance in making every possible user in your community familiar with the merits of ***Sani-Flush***.

HAROLD F. RITCHIE & CO., Ltd.

10-14 McCAUL STREET, TORONTO

The Trap which you can't clean except with *Sani-Flush*

If any advertisement interests you, tear it out now and place with letters to be answered.

He Reigns

In the cereal field all the world over.

In millions of homes in every clime he is the household friend.

In every grocery in every nook of Canada his is the dominant figure.

We met him at our mothers' tables, so we have always known him.

And now 68 million magazines tell his story anew every month.

Wherever seen, he signifies purity. He stands for exceptional quality.

He denotes high standards. He promises delicious dishes.

Every grocer is proud of his presence, and every housewife likes to meet him.

His home is the mills at Peterborough and Saskatoon, Canada.

The Quaker

TEA

Ceylons, Indians, Japans, Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the Canadian Trade. Large selection from Stock or Afloat Teas.

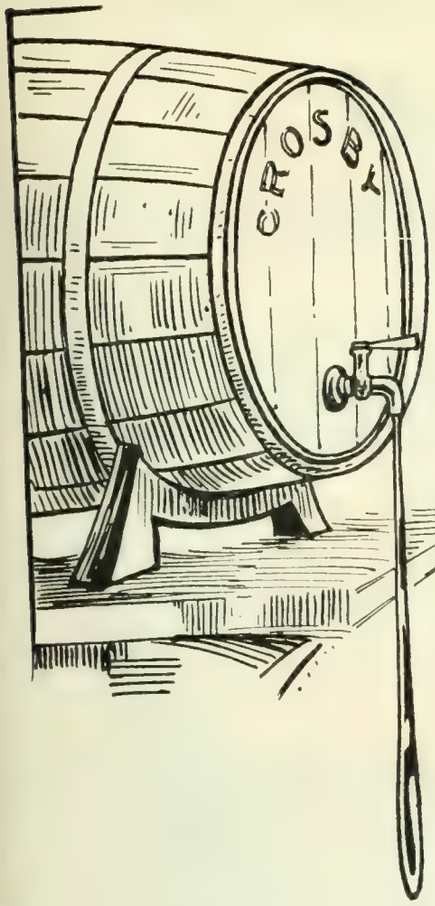
IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866

MONTREAL



Crosby

WE are specialists in the production of molasses and are able to give customers the best possible service at all times.

To be sure of quality, value and service let us look after your molasses requirements.

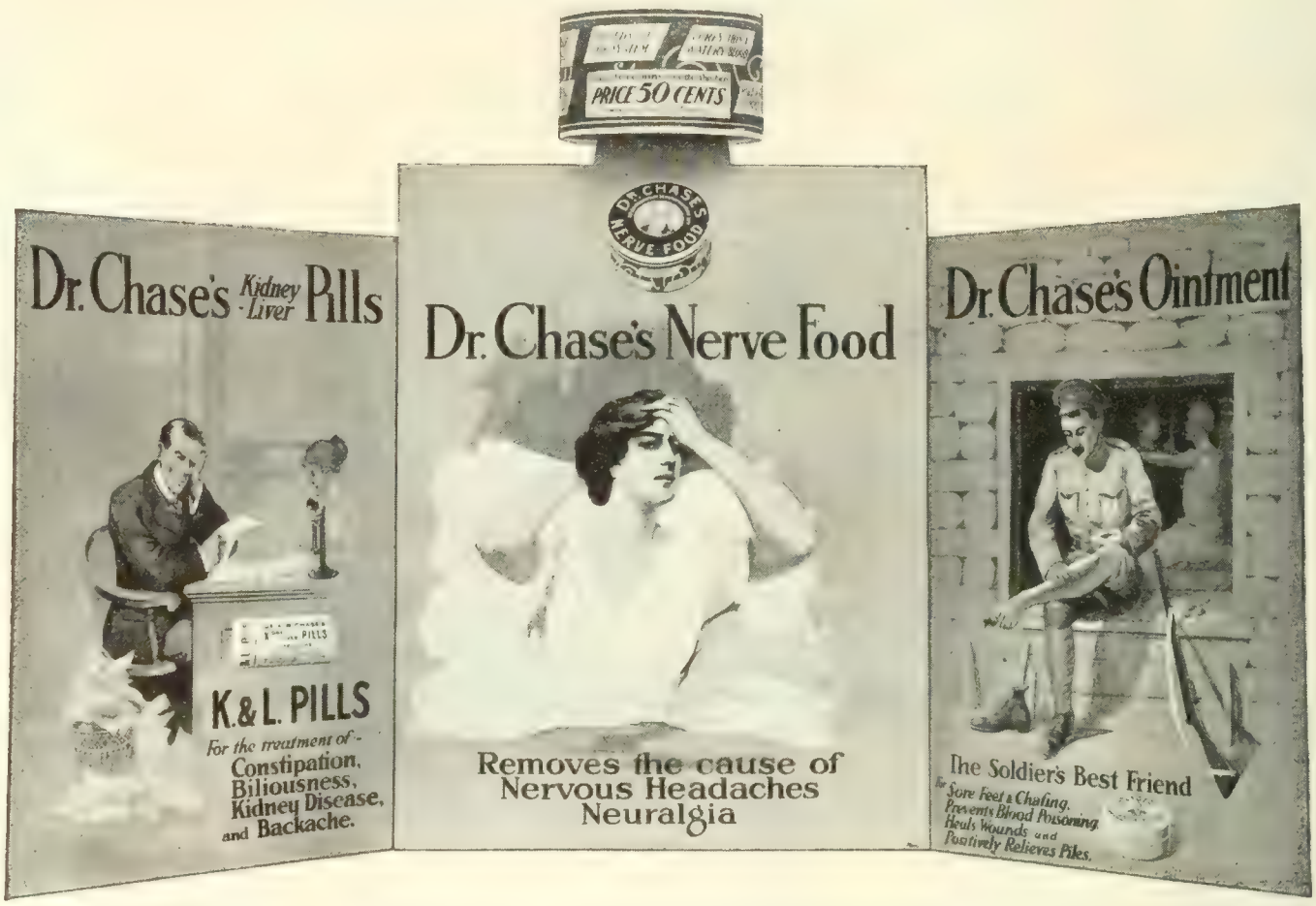
CROSBY MOLASSES CO.
LIMITED

ST. JOHN, N.B.

Crosby Molasses

If any advertisement interests you, tear it out now and place with letters to be answered.

ABSOLUTELY NEW
Revolving Window Display
FOR
Dr. Chase's Medicines
Operated by Electricity



In this Electrical Window Display we have something new, novel and attractive. The idea is now used for the first time in Canada and is bound to attract attention to your window. The curiosity of the passer-by is aroused and he stops before your window to study out what keeps the box of Nerve Food turning round.

The display is operated by a single electric light bulb and since this also helps to light your window, you will see that there is no operating expense. Dealers who have had this display are enthusiastic over its influence on trade.

See the Special Offer on the Next Page.

Mr. Dealer, get "Motion" in your Window!
It attracts attention and Customers.

Edmanson, Bates & Co., Limited
TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

SPECIAL OFFER

To General Storekeepers and Grocers

ON

Dr. Chase's Medicines

Through newspapers, almanacs and booklets, Dr. Chase's Medicines are made known to almost every family in Canada. As a result there is a steady and ever-increasing demand and these medicines are carried in stock in thousands of General Stores and Groceries, and in fact wherever medicines are sold.

Are you getting your share of this enormous business?

This month we are beginning the Annual Mailing of Dr. Chase's Almanac and the strongest Newspaper Campaign we have ever put out, using practically all the dailies and weeklies in Canada.

Why not connect up with this advertising by using the New, Electrical Window Display?

By allowing you a special discount of 10% in goods, we practically pay you for the use of your window, for in addition to this you get the regular discount from your jobbers.

The Window Display, Almanacs for counter distribution and free goods will be shipped to you direct and your order will be forwarded to your jobbers to be shipped by them.

This special offer is only good on an order amounting to not less than $26.00, or more than $54.00, and expires Nov. 30, 1916.

When making up your order, if you will take the trouble to send us your Mailing List we shall mail Dr. Chase's Almanac to your personal customers.

Place ..... Date .....

EDMANSON, BATES & CO., Limited, Toronto, Ont.

Please ship the following goods through .....

		Per doz.
.....Doz.	Dr. A. W. Chase's Kidney-Liver Pills	$2.25
"	Syrup of L. & T.	2.25
"	Ointment	5.00
"	Nerve Food	4.50
"	Catarrh Powder	2.25
"	Liver Cure	8.50
"	Backache Plaster	2.25
"	Syrup of L. & T. family size	5.00

We / I hereby agree that in consideration of the 10% in free goods allowed with this order that we / I will use the Electrical Window Display in the store window for at least one week.

Name .....

Should You Not Have Electrical Connections this Cut-out Still Makes an Excellent Window Display.

Edmanson, Bates & Co., Limited, Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Jam Business

Canada is making Jams equal to the imported article. This because firms like ourselves are taking more pains, are using better recipes, and are infinitely more particular about the quality and condition and preparation of the raw product.

We speak for ourselves. We use only fresh gathered fruits of perfect quality and condition. We use pure cane sugar. Our factory is maintained in a condition of perfect cleanliness and sanitation. Our standard is the highest. All this because

Furnivall's FINE FRUIT PURE JAM

has to carry our good name forward in the years ahead into the homes of new users whose continued custom is our source of profit and yours.

This year the reduced domestic provision of Jams and Preserves will give to the grocery trade a good winter's business. You should endeavor to perpetuate this business by providing your customers with a product that will persuade them to use a factory-made Jam in preference to a home-made Jam for your profits' sake.

Our Jams are supplied through the wholesale trade. Write them or us for list of varieties, sizes and prices.

Furnivall-New, Limited

HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.** MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg**—W. L. Mackenzie Co., Limited. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon, Sask.**—Mowat and McGeachy.

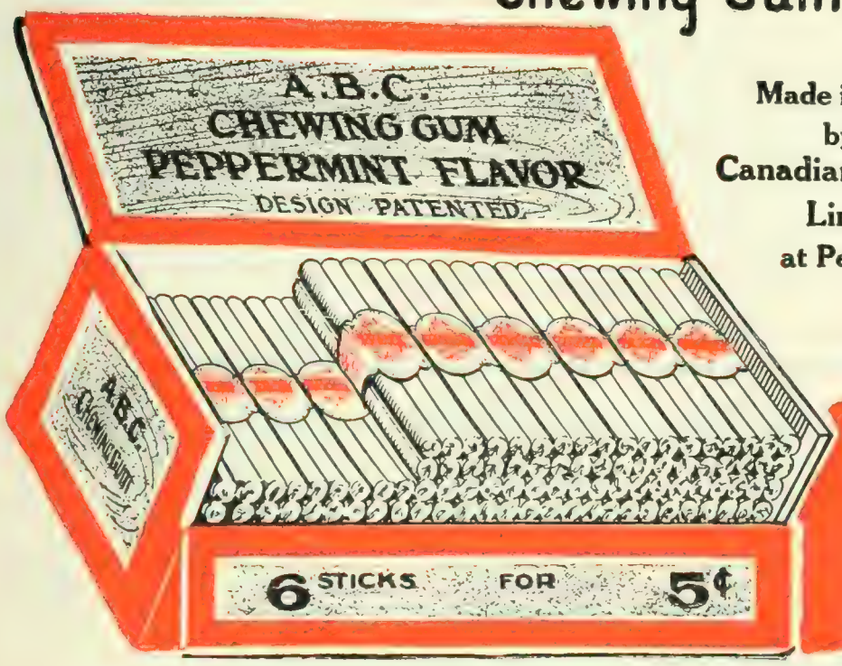
If any advertisement interests you, tear it out now and place with letters to be answered.

The usual price of course, but you get six generous rolls of peppermint flavoured gum on which no time or expense has been spared to make it the best in the world.

6 sticks for 5 cents

A.B.C.

Chewing Gum



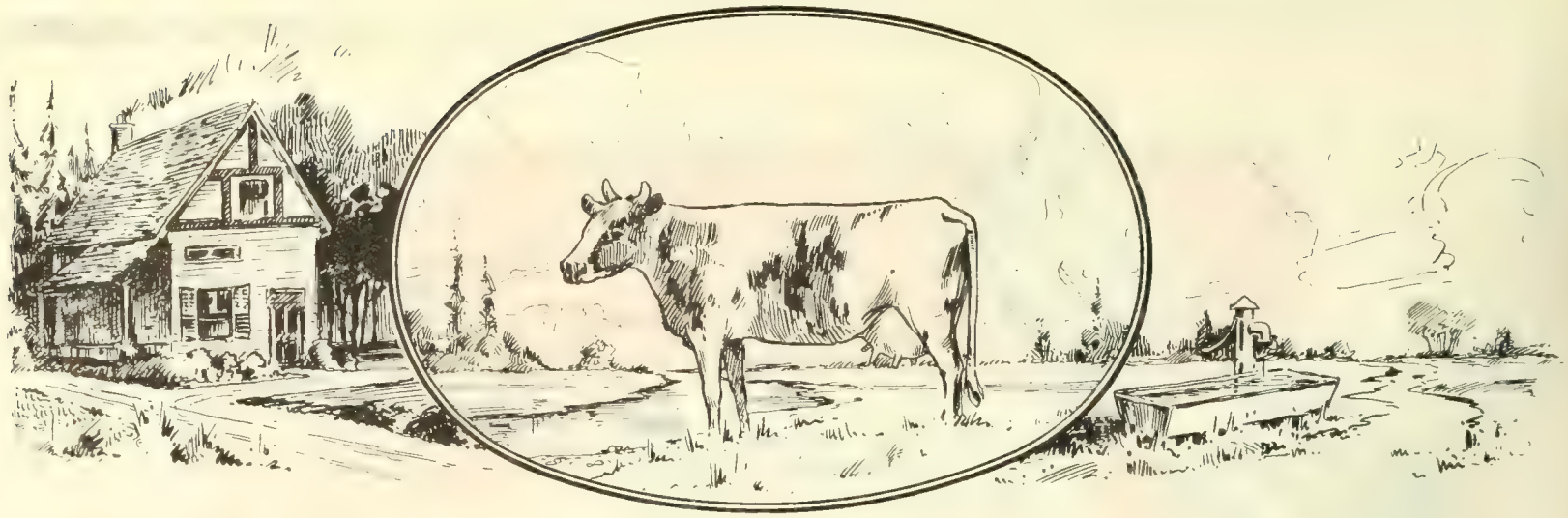
Made in Canada by the Canadian Chicle Co., Limited at Peterboro

56

Your jobber has "A.B.C."

ASK HIM

If any advertisement interests you, tear it out now and place with letters to be answered.



Good Milk Comes From Healthy Cows

In the vicinity of St. George, Ontario, where our milk condensing plant is, and where we obtain our milk, the water is the purest in Ontario, and the country the finest. It is with such advantage that we are enabled to make our superior product.

THE farmers in this community take particular pride in the quality of the stock and crops they raise. So that we are very fortunately located indeed for the production of really high-class milk products.

Malcolm's Made-in-Canada Milk Products

are not only made in Canada, but are made with Canadian Capital; all profits remain in Canada to build up Canadian industry.

However, so far as you, a retail grocer, are concerned, what counts most is: How do the Malcolm Products "take" with Customers? Another important question with you is: What profit lies in handling the Malcolm line? Regarding the latter question, the prices in the panel will answer your question. Make your own calculations and comparisons, always keeping in mind the quality factor.

Look over this list:—

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.75**
Banner Condensed Milk, 4 doz. in case	**5.75**
Princess Condensed Milk, 4 doz. in case	**4.75**

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

Regarding the likability of Malcolm Milk Products, this part should assure you. Wherever the Malcolm line becomes introduced it sticks—by the customers' own will, and grocers are themselves friendly. Consider also this: Our business has increased very greatly of later years—and we have had pretty stiff competition. Satisfaction on the part of consumer and retailer is the big explanation.

The attractive manner in which our goods are put up makes neat display — the productive display that really counts. The prevailing high price of fresh milk will create an added demand for condensed milk—a good reason why you should begin to feature Malcolms.

We pay freight on five-case lots or over up to 50 cents per 100 lbs. Order from your jobber.

THE MALCOLM CONDENSING CO., Limited

ST. GEORGE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

DA COSTA & CO'S

Barbados Extra Fancy

MOLASSES

Noted for its purity, high quality and delightful flavor.

Take no chances on other brands said to be just as good, but insist upon having

DA COSTA'S

the brand of proved quality. The price is no higher than for other brands.

Agents: West India Company, Limited, Montreal

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED
CORISTINE BUILDING
MONTREAL

We represent the chief business houses of Demerara, Barbados, Trinidad, Jamaica, St. Kitts, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and inquiries for all descriptions of West India Produce.

SUGARS, MOLASSES, SPICES,
COCOA, COFFEE, COCOANUTS, Etc.

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch, through our Liverpool House, with English, Continental and Asiatic markets.

We can usually quote attractive prices on WALNUTS, PEANUTS, and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit inquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

A Million Mothers

are marshaled in solid array behind the purest, cleanest, most nutritious of all cereal foods—

Shredded Wheat

If you want to cater to the women who decide the food question in a million homes, you will always carry a good stock of Shredded Wheat. It is ready-cooked and ready-to-serve. Delicious for breakfast with milk or cream, or for any meal with fruits.

This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15c, thereby adding to the grocer's profits.

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

65-U

Cow Brand BAKING SODA

is a seller because

it gives results in keeping with its quality reputation. Careful housewives are unanimous in declaring that Cow Brand Baking Soda is dependable in every way.

A small trial display of this well-known favorite placed where your customers may readily see it will prove conclusively that Cow Brand is a seller and a reliable repeater. Order to-day.

Church & Dwight, Limited

Manufacturers - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Tell every customer this—

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall's Chocolates and Candies."

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

SPECIAL $1.25 PARCEL contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls' Eyes, British Toffee and Pine Lozenges.

SPECIAL TWO DOLLAR PARCEL contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

Ask to see them at the Store. **Pascall's pays the Postage.**

PASCALL'S

LONDON, ENG.

REPRESENTATIVES FOR CANADA

Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; P. E. Outerbridge, 180 Water Street, St. John's, Newfoundland.

We Invite Inquiries for

Cream Liquorice Goods,

Chocolates,

Toffees,

Caramels and Cream Comfits.

Address:

JOHN FILSHILL
LIMITED
420 GALLOWGATE
GLASGOW, SCOTLAND

TRADE MARK KEYSTONE BRAND REGISTERED

Use a Keystone Broom

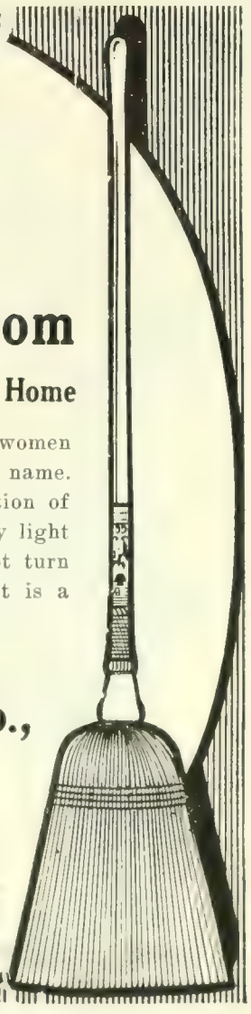
in Your Own Store and Home

Then you will understand why women demand the "Nugget" Broom by name. You will appreciate the satisfaction of a green corn broom, exceptionally light in weight and yet which will not turn up at the ends or break off. It is a well-made broom throughout.

Write for prices, etc., to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



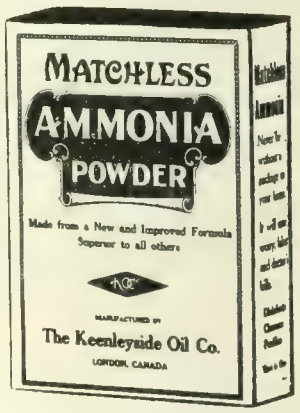
If any advertisement interests you, tear it out now and place with letters to be answered.

Households that do not know the merits of Chase & Sanborn's Coffees are becoming fewer and fewer.

Do you cater to the trade that is rapidly diminishing, or to the one that is expanding with leaps and bounds.

Chase & Sanborn
Montreal

No advance in the price of Matchless Ammonia Powder



We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."

"For Mother!"

You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat.

Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best* and *Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

the best

Hello!

The Jolly Mincemeat and Plum Pudding Season is here again

Wagstaffes'

Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your **Mincemeat** and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

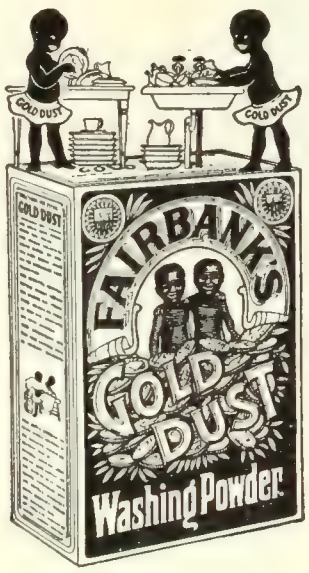
You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY

LIMITED

MONTREAL

"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.

JUDGMENT

We Leave It to You to Pass Judgment

It's the ***salesman*** with the ***connection*** who is right on the ***spot*** all the time that gets the ***business*** for you, and holds your ***connection*** from year to year, and at a ***minimum cost*** to ***you*** on the goods ***actually*** sold.

We have five offices, and capable, experienced Wholesale and Detail Salesmen located at all the principal Wholesale Centres in the West.

WRITE US—WE GET RESULTS.

W. H. Escott Co., Ltd.

MANUFACTURERS' AGENTS
GROCERY BROKERS

Winnipeg
Regina
Saskatoon
Calgary
Edmonton

Head Office and Warehouse: 181-183 Bannatyne Avenue East **Winnipeg - - Canada**

POOL CAR SHIPMENTS Established 1907 *STORING AND FORWARDING*

If any advertisement interests you, tear it out now and place with letters to be answered.

A Reminder from the Old Country

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

Boost Babbitt's
—*the wonderful 5 cent cleanser*

It *cleans, scours, scrubs, polishes* and *purifies.* and gives the housewife a ten-cent value for the five cents charged. Besides, we give premiums for the Babbitt trademarks—an added attraction that is sure to pull results for you.

Babbitt service never fails to bring the housewife back for more. Stock up today. The profits are good.

Agents :

WM. H. DUNN
Limited
Montreal

DUNN-HORTOP
Limited
Toronto

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

TRY
Fancy Poultry Order on Sunday

Roasting Chickens
Boiling Chickens
Ducks Geese Turkeys

Grocer orders filled on moment's notice.

Same price every day in the week.

Each order filled with fancy quality.

C. A. MANN & CO.
PHONE 1577
78 KING STREET — LONDON, CANADA

Let us also quote you on Fresh Eggs and Creamery Butter.

If any advertisement interests you, tear it out now and place with letters to be answered.

Though the Bars are gone

The Social Instinct Remains

When friends meet now, that awkward, embarrassing moment succeeding the first greeting is relieved by "Let's Go Get a Good Cigar"—the "Good Cigar" always means

La Preferencia

and the Grocer's is now the logical Mecca for discriminating Smokers. Here's a clean, profitable adjunct for your business.

Gold, only waiting to be gathered.

Sizes	Prices
Operas - -	$ 37.50
Conchas - -	60.00
Londres - -	60.00
Club House -	65.00
Panetelas -	70.00
Bull Dogs -	90.00
Invincibles -	135.00

If your jobber does not carry LA PREFERENCIA

Write us at London Factory.

We will send you a sample order of even 250 prepaying the charges.

VALLENS & CO., Limited

LONDON WINDSOR WINNIPEG VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

Unvarying Excellence

That is the reputation possessed to-day by **Connor's Bros.' High Class Sea Foods**—a reputation attained after many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast, equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay) enables us to secure the very pick of the seasons' catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence—**we have the goods and the reputation.**

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proven by the enormous and constantly growing demand which is a feature of **Brunswick Brand** Lines.

Replenish your depleted Lenten stock with a supply of **"Brunswick Brand" Sea Foods.** Their quality will bring you year round fish sales.

Connors Bros., Limited

BLACK'S HARBOR, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Two Royals

Made in Canada

Royal Salad Dressing

The popular dressing that sells the whole year through. Make special mention for your holiday trade. They will thank you.

Royal Mayonnaise

for fruit salads, which are also increasing in popularity. You can offer your customers ROYAL MAYONNAISE, which is of the same high quality as Royal Salad Dressing and is winning rapid favor as the taste for fruit salads increases.

Stock these Two Royals and be prepared for a heavy demand.

Tell your customers that these two Royals are guaranteed to keep to the last drop.

MADE ONLY BY

THE HORTON-CATO MFG. COMPANY

WINDSOR, CANADA

Serve Your Customers Right in "Riteshape"

The Packages You Make

You may select your stock carefully; you may pride yourself on giving courteous, efficient service to your customers; your store equipment may be modern and sanitary; your shelves may be filled with pretty and tasty foods in boxes, cans and jars: Yet when you come to deliver YOUR goods—to put out YOUR packages—you may overlook an important detail.

Put your bulk goods up in the class with the rest of your establishment.

That means put them up in the right shape.

To do that you must have the "**Riteshape**" dish.

Best retailers in Canada use the "**Riteshape.**"

Get it from all Canada jobbers; or

VICTORIA PAPER & TWINE COMPANY

TORONTO Limited MONTREAL

THE OVAL WOOD DISH CO., Manufacturers
DELTA, OHIO, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.

Let us tell you about our new

TOMATO CATSUP

We are enthusiastic about this new product of ours, because we know it is going to be a winner right from the beginning. It is quality through and through, from the first drop to the last—the quality that comes from the scientific processing of the purest ingredients obtainable.

Therefore, we confidently recommend it to you, knowing that your very best trade will find in it that delicious, palatable goodness which will bring them back for more.

Note the neat looking bottle, the attractively colored labels—an indication of the high-grade quality of this new Sterling Product. It contains no Preservative, no Artificial Coloring—just a pure, delicious Tomato Catsup—the highest quality on the market to-day.

Get a trial supply. Put it on display and watch the results.

T. A. Lytle Company, Limited

Sterling Road, Toronto

N.B. See "Who Makes——?" Directory for other "Sterling" lines.

Fourteen Cars in One Day is Eddy's Record

this year; but 10 or even 12 cars a day is nothing out of the ordinary nowadays; and the daily average is climbing every month.

Don't you want to share in the general prosperity?

Things every Grocer should know about Fibreware!

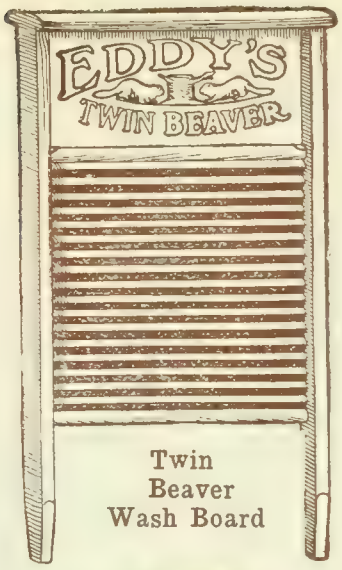
EDDY'S ARE THE ONLY MAKERS of Indurated Ware (or Fibreware, as it is generally called) in Canada. So the FIELD is wide. The War, and the consequent high price of zinc and galvanized ware, is largely responsible for the enormous popularity of FIBREWARE at the present time. But we prophesy that this popularity will continue to grow ad infinitum: for no Housewife, Storekeeper, Manufacturer, etc., who has used this WARE will ever return to the use of inferior commodities. Some articles of this ware are reproduced on the opposite page.

Eddy's Fibreware is Just as Good Standard of Quality as Eddy's Matches.

The E. B. Eddy Company, Limited

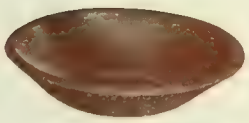
Hull, Canada

Barrel Cover—2 sizes



Twin
Beaver
Wash Board

Wash Tub or Babies' Bath Tub
4 Sizes



Pigeon Nest

Fire Bucket

Cuspidor—2 Sizes

Butter or Spice Pail

General Utility "Star" Pail

Why Indurated Ware is justly claimed to be superior!

Indurated Ware is wood pulp moulded under enormous hydraulic pressure and baked at extreme heat.

A patent double-dipping process gives the finish, which makes the Ware of a glossy, rich appearance, and makes it impervious to liquids.

Indurated Ware is seamless—cannot fall apart, shrink or become water-soaked. As you see, we make tubs, pails, washboards, cuspidors, etc., of this ware, as well as other articles not illustrated here.

Write us, or ask Our Traveller for catalogue.

The E. B. Eddy Company, Limited

Hull, Canada

RICE

reduces the high cost of living for the economical housewife

There is scarcely any other product which a grocer can recommend to his customer of equal food value for the money.

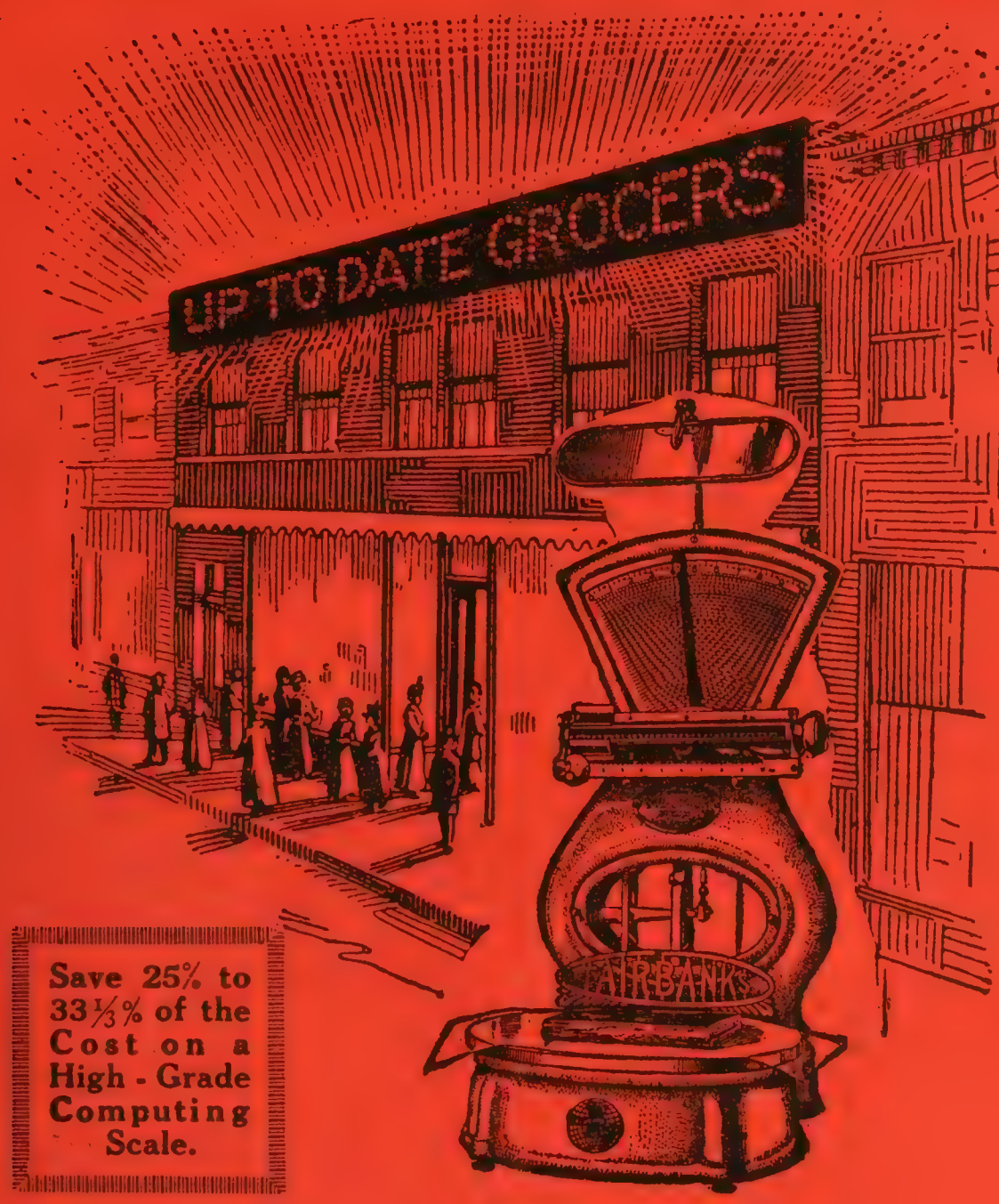
Potatoes are dear: **Rice comparatively cheap**— Why not substitute?

We have the goods and the price.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO'Y, Agents

Montreal



Save 25% to 33⅓% of the Cost on a High-Grade Computing Scale.

Fairbanks Computing Scales

This is the Computing Scale you have always wanted—weighs your goods accurately and conveniently—tells you at once the correct value of each purchase. You can bank the dollars you save on a Fairbanks—you benefit by our specialized scale manufacture in large volume—our country-wide organization.

Have full 50 pounds capacity—compute to 40 pounds and to 60 cents a pound. Four-point **suspension bearing** platform with full jeweled agate bearings throughout gives exceptional accuracy and long life. Low sanitary glass platform directly in front of chart. Handsomely finished.

Write for Catalogue.

The Canadian Fairbanks-Morse Co.

LIMITED

St. John Ottawa Winnipeg Vancouver Quebec
Toronto Saskatoon Victoria Montreal
Hamilton Calgary

CFM

CANADA'S DEPARTMENTAL HOUSE FOR MECHANICAL GOODS

Classified Directory of Store Equipment Advertisers

Account Registers
McCaskey Systems, Limited, Toronto, Canada.
International Safe & Register Co., Fort Erie, Ont.

Account Register Systems
International Safe & Register Co., Fort Erie, Ont.

Bins, Patented
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bins, Tipping
Thos. Lewis Arnett, Souris, Man.

Biscuit Cabinets
Telfer Bros., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Broom Racks
Walter Woods & Co., Hamilton, Ont.

Butcher Blocks
John Hillock & Co., Toronto,

Butter Dishes
H. P. Eckardt & Co., Toronto.
Oval Wood Dish Co., Delta, Ohio.
Walter Woods & Co., Hamilton, Ont.

Butter Tubs
Walter Woods & Co., Hamilton, Ont.

Butter Paper
Walter Woods & Co., Hamilton, Ont.

Cash Registers
National Cash Register Co., Toronto, Ont.

Cheese Cutters
American Computing Co., Hamilton, Ont.
Brantford Computing Scale Co., Brantford, Ont.
Computing Cheese Cutter Co., Windsor, Ont.
W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

Cheese Cutter Cabinets
Brantford Computing Scale Co., Brantford, Ont.

Coffee Grinders
A. D. Fisher Mfg. Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Woodruff & Edwards Co., Elgin, Ill.

Coffee Refiners
Hobart Mfg. Co., Toronto.

Cold Storage Doors
Eureka Refrigerator Co., Toronto, Ont.
John Hillock & Co., Toronto.

Computing Scales
Brantford Computing Scale Co., Brantford, Ont.
The Canadian Fairbanks-Morse Co., Montreal, Que.

Counter Scales
The Canadian Fairbanks-Morse Co., Montreal, Que.

Containers for Oysters
Connecticut Oyster Co., Toronto, Ont.

Counter Check Books
McCaskey Systems, Limited, Toronto, Ont.
Walter Woods & Co., Hamilton, Ont.

Delivery Wagons
Canada Carriage Co., Brockville, Ont.

Dial Scales
Can. Fairbanks-Morse Co., Montreal, Que.

Display Counters
Thos. Lewis Arnett, Souris, Manitoba.
Eureka Refrigerator Co., Toronto, Ont.
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Tables
Walker Bin & Store Fixture Co., Kitchener, Ont.

Dough Mixers
Hobart Mfg. Co., Toronto.

Egg Carriers
H. P. Eckhardt & Co., Toronto, Ont.
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.
Walter Woods & Co., Hamilton, Ont.

Egg Trays
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Electric Light Outfits
Can. Fairbanks-Morse Co., Montreal, Que.

Fish Boxes
Eureka Refrigerator Co., Toronto, Ont.

Fruit Stands
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Fruit Trucks
Can. Fairbanks-Morse Co., Montreal, Que.

Grocers' Trucks
Can. Fairbanks-Morse Co., Montreal, Que.

Greases
Can. Fairbanks-Morse Co., Montreal, Que.

Ice Cream Cabinets
Eureka Refrigerator Co., Toronto, Ont.

Ice Machines
W. A. Freeman Co., Hamilton, Ont.

Meat Choppers
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
A. D. Fisher Mfg. Co., Toronto, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Meat Slicers
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Motor Truck Supplies
Can. Fairbanks-Morse Co., Montreal, Que.

Oils
Can. Fairbanks-Morse Co., Montreal, Que.

Pail Covers
Evan L. Reed Mfg. Co., Sterling, Ill.

Paper
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

Paper Balers
H. P. Eckardt & Co., Toronto, Ont.
Walter Woods & Co., Hamilton, Ont.
Climax Baler Co., Hamilton.
General Sales Co., Toronto.
Stephenson, Blake & Co., Toronto, Ont.
H. G. Smith, Ltd., Regina, Sask.

Peanut Butter Machines
Hobart Mfg. Co., Toronto.

Platform Scales
Can. Fairbanks-Morse Co., Montreal, Que.

Pickle Jar Stands
Evan L. Reed Mfg. Co., Sterling, Ill.

Plate Glass Mirrors
Thos. Lewis Arnett, Souris, Man.

Pumps for Gasoline
S. F. Bowser & Co., Toronto.
Wayne Oil Tank Co., Woodstock, Ont.

Pumps for Molasses
Walter Woods & Co., Hamilton, Ont.

Pumps for Oil
S. F. Bowser & Co., Toronto,
Can. Fairbanks-Morse Co., Montreal, Que.
Wayne Oil Tank Co., Woodstock, Ont.

Pumps for Vinegar
Walter Woods & Co., Hamilton, Ont.
Wilson, Badgerow & Lytle Co., Toronto, Ont.

Pumps, Hand
Can. Fairbanks-Morse Co., Montreal, Que.

Refrigerators
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Redden Truck-Maker for Fords
Can. Fairbanks-Morse Co., Montreal, Que.

Refrigerator Counters
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigeration Systems
W. A. Freeman Co., Hamilton, Ont.

Safes
Can. Fairbanks-Morse Co., Montreal, Que.
International Safe & Register Co., Ltd., Fort Erie.

Shipping Boxes
Thompson & Norris Co., of Canada, Niagara Falls.

Silent Salesmen
Thos. Lewis Arnett, Souris, Man.

Show Cases
Thos. Lewis Arnett, Souris, Man.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.

Shelving, Grocery
Thos. Lewis Arnett, Souris, Man.

Tanks for Oil
S. F. Bowser & Co., Toronto.
Wayne Oil Tank Co., Woodstock, Ont.

Tables
Thos. Lewis Arnett, Souris, Man.

Tea Mixers
Hobart Mfg. Co., Toronto.

Telephones
Can. Independent Telephone Co., Toronto, Ont.

Telephone Supplies
Can. Independent Telephone Co., Toronto, Ont.

Twine
Walter Woods & Co., Hamilton, Ont.

Vinegar Measures
Walter Woods & Co., Hamilton, Ont.

Vaults
Can. Fairbanks-Morse Co., Montreal, Que.

Window Backs
Thos. Lewis Arnett, Souris, Man.
Walker Bin & Store Fixture Co , Kitchener, Ont.

Window Panelling
Thos. Lewis Arnett, Souris, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Warehouse Trucks
Can. Fairbanks-Morse Co., Montreal, Que.

Warehouse Trucks, Electric
Can. Fairbanks-Morse Co., Montreal, Que.

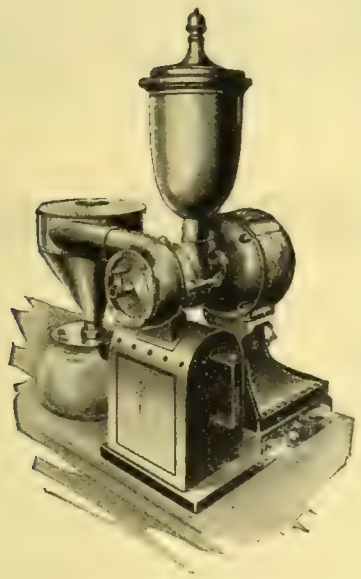
Hobart

—the name that is inseparably linked with better coffee profits.

Why? Because the HOBART ELECTRIC COFFEE MILL is the surest means of supplying customers with better coffee in the cup, coffee that is ground to their own particular requirements. Yes, the Hobart means *bigger sales, better sales and continued sales* in the coffee department.

Will the coming Fall and Winter find you making better coffee profits?

Now is the time to decide. Take a step in the right direction by sending for our interesting illustrated catalog.



Something New in Coffee Mills.

Give your Customer Coffee with Chaff Removed.

For your Meat Department you should install

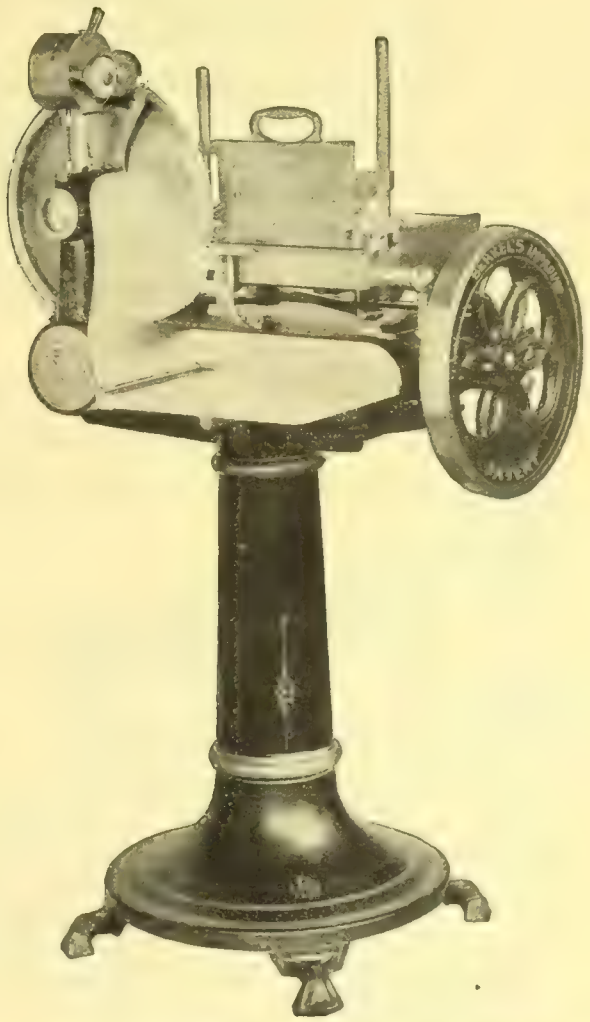
Van Berkel's Patent Slicing Machine

We will show you how you can make more money in your cured meat department. A card will bring you full particulars. Send it now before you forget—it will pay you.

THE HOBART MFG. CO.

149 Church St., Toronto

See Equipment Directory in this issue for our other lines.



If any advertisement interests you, tear it out now and place with letters to be answered.

making Christmas shopping easier

—quicker for the customer
—more profitable for the merchant

Christmas shopping this year will be bigger than ever. Stores will be busier. Customers will be more numerous. More goods will be sold. More money will pass over merchants' counters. Shoppers will naturally seek those stores having a system which makes shopping easier and quicker. Merchants will make more money who have a system which enables them to handle more customers with less clerk-expense and less loss through errors.

There is a system to meet both these needs—a National Cash Register prints the amount of the transaction on a receipt for the customer, which protects the customer, merchant and clerk.

to shoppers

Stores equipped with National Cash Registers will give you quicker service. Counters will be less crowded because customers are able to move away more quickly. Clerks will give you better attention because they have more time. You will not have the worry of wrong parcels, wrong change, wrong charges. Shopping will be less tiring, more pleasant. The N. C. R. receipt will give you an unchangeable, printed record of every purchase. It will prevent disputes.

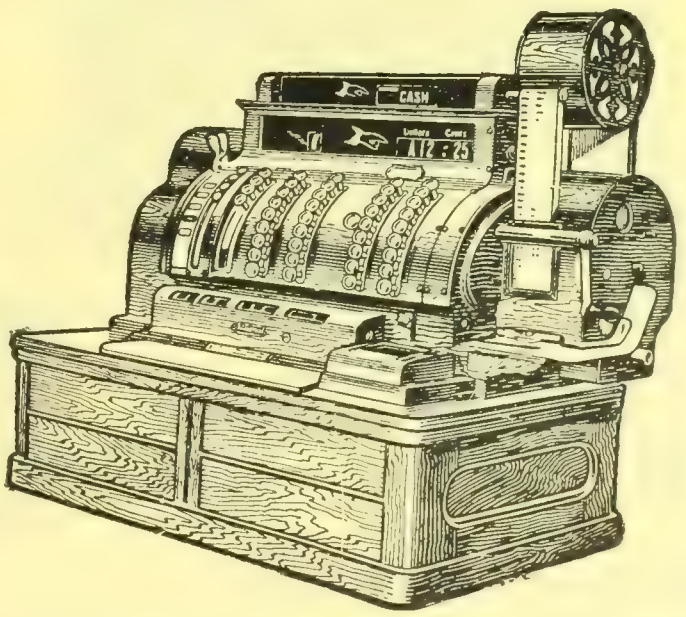
If any advertisement interests you, tear it out now and place with letters to be answered.

to merchants

Equip your store with National Cash Registers for Christmas. They will enable you to handle more business at less cost. Each clerk will handle more customers—and extra help is scarce and high-priced this year. Customers will buy more goods because they are served more quickly. Aisles will not be so crowded, for crowds will circulate more quickly. Costly mistakes in the handling of money will be eliminated. You will have an almost instantaneous audit of the day's business. Disputes with customers over charge accounts, change, price will be prevented by the N. C. R. printed receipt. Every purchase will mean an advertisement for your store on the back of the receipt. Our new model National Cash Registers will make more sales and bigger profits for you this Christmas. Their earnings in 1916 alone will nearly pay for them. And you have years of service left.

Mr. Merchant—see our new models NOW

There is no time to spare if you would have a new model National Cash Register for your Christmas trade. Telephone, wire, or write our nearest office to-day. Ask for a demonstration. Ask for our book, "Hints to Merchants." Our new models do many things our former models left undone. They effect more savings and bigger profits for you. Learn about them.



The National Cash Register Company of Canada, Limited

Christie Street - Toronto, Ontario

Offices in St. John, N.B.; Halifax, Sydney, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Vancouver, Victoria.

Have a Better Grocery Store

A store fitted out as that of Messrs. J. Nott & Son, of Dunnville, Ont. (see illustration herewith), pulls trade and holds it. You simply cannot help but do more business because the public—those with money and those who set the custom for others—want to deal in the store that is smartest and most appreciative of their trade.

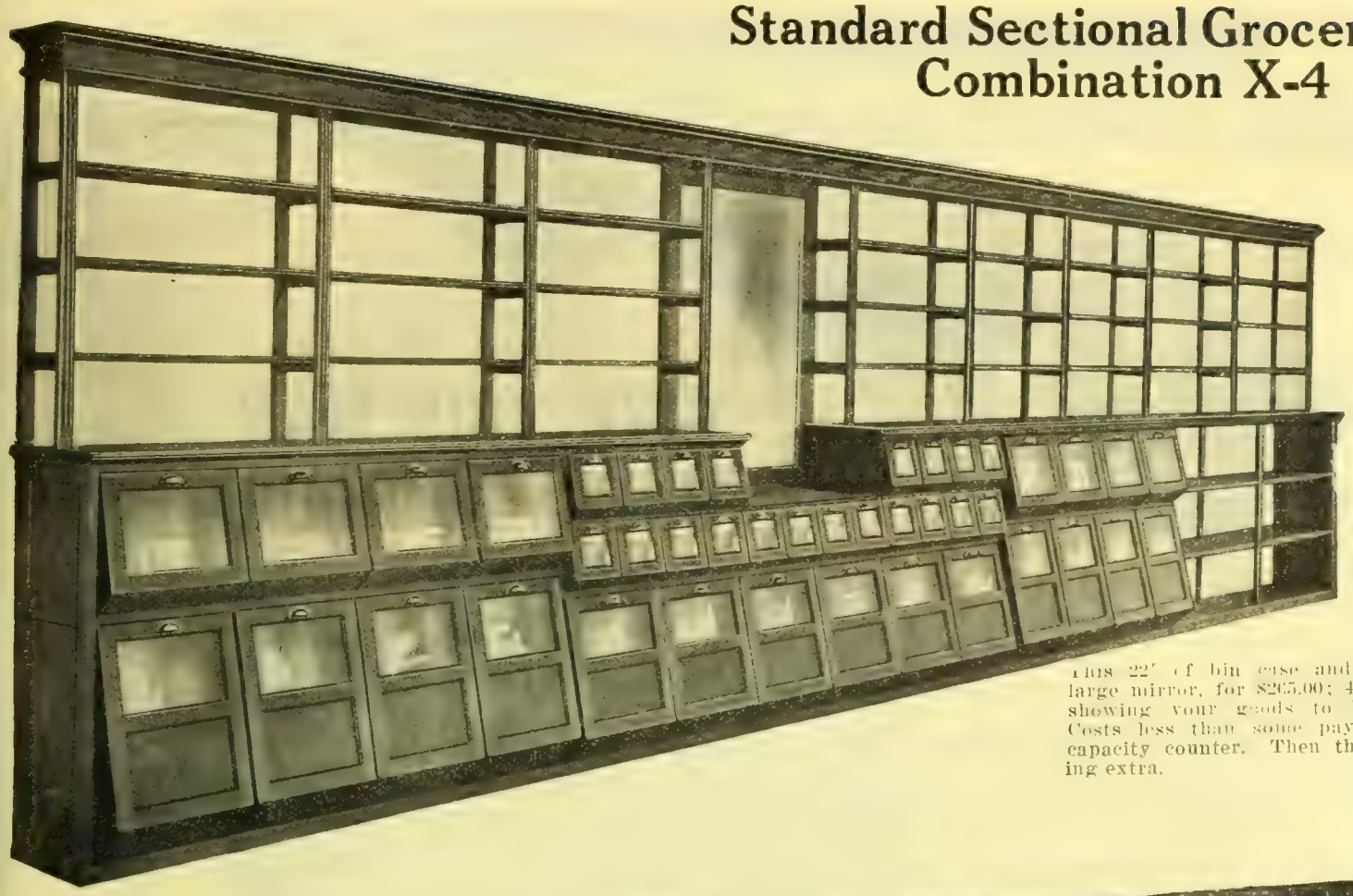
Listen: We'll give you the names of a hundred or more grocers in various parts of Canada who have fitted out their stores with our fittings. Write them and ask them if they regret the expenditure. We'll abide by what they say.

See some of the equipment illustrated in this advertisement; then write us for an estimate on fitting up your store. Give measurements. We'll send you an estimate gladly, and you'll be under no obligation whatsoever to us, if you decide to do nothing. All we ask is that you inform yourself as to costs and possibilities.

The Walker Bin and Store Fixture Company
LIMITED
Kitchener, Ontario - - Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Standard Sectional Grocery Case Combination X-4

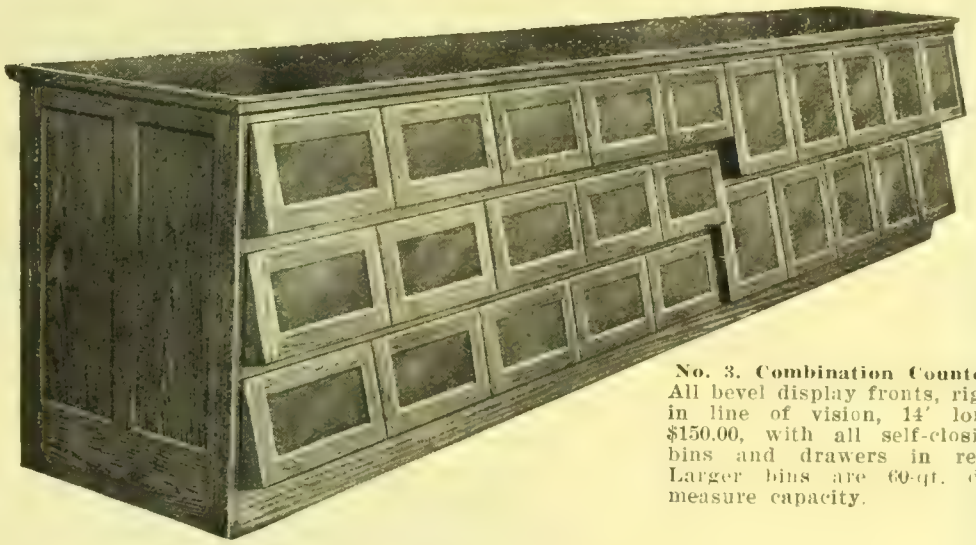


This 22' of bin case and shelving, with large mirror, for $265.00; 42 patented bins showing your goods to best advantage. Costs less than some pay for a smaller capacity counter. Then there's the shelving extra.

These Counters

as shown on this page are suggestive of the variety of styles, etc. We have counters for all purposes and make counters to suit special requirements or positions.

Send for Special illustrated circular showing styles.



No. 3. Combination Counter.
All bevel display fronts, right in line of vision, 14' long, $150.00, with all self-closing bins and drawers in rear. Larger bins are 60-qt. dry measure capacity.

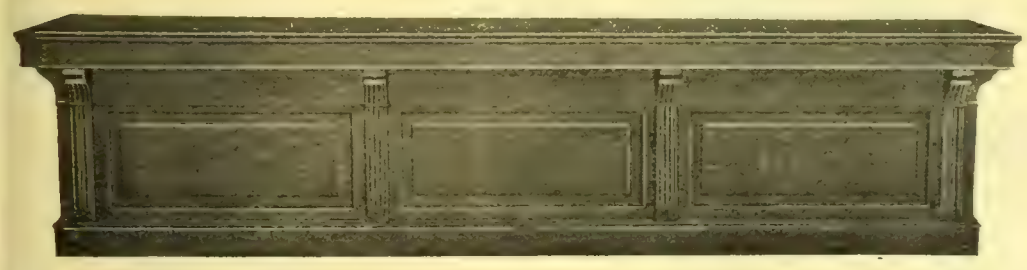
The

Walker Bin & Store Fixture Co., Limited

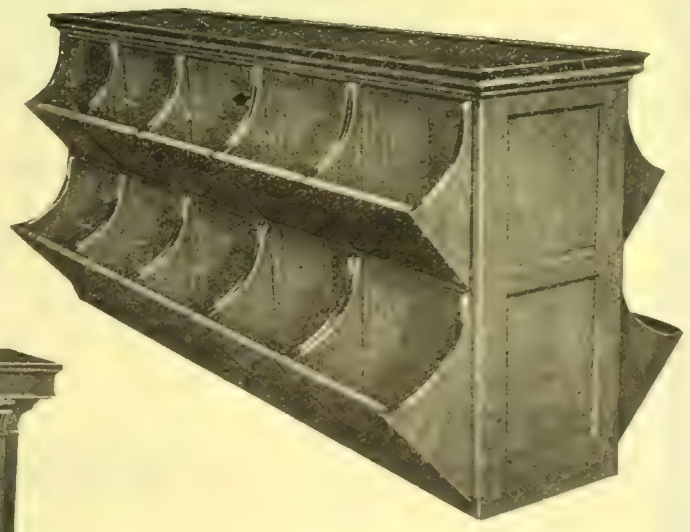
Kitchener, Ontario, Canada

WESTERN AGENCIES:
Vancouver: R. J. Borland, Room 611, Northwest Trust Building.
Saskatoon: North West Specialty Company.
Edmonton: Edmonton Specialties Company, 113 Howard Ave.
Winnipeg: James M. Hargreaves, 814 Broadway Ave.

EASTERN AGENCIES:
Ottawa, Ont.: Geo. Cameron, 414 Gilmour St.
Montreal, Que.: W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.: R. R. Rankine, 110 Carmarthen St.



No. 10. Panel Counter.
Fitted with sack bins for cereals, etc., $7.50 ft.



No. 1. Fruit and Vegetable Counter.
The only way to show bulk stock to advantage and keep floor clear of boxes and baskets.

If any advertisement interests you, tear it out now and place with letters to be answered.

GIVE THIS MAN HALF AN HOUR

Will you give this man half an hour to tell you what McCaskey Service can do for your business and for your customer?

He's the McCaskey man and he knows the charge account business from A to Z. His bread and butter depends upon his knowing that business. If you will spend half an hour with him you can't help getting some mighty good ideas that will fit your business and you'll be perfectly welcome to them whether you give him an order or not.

McCaskey Service means as much to your customer as it does to you. For your customer is just as much interested in knowing how much he owes from day to day and in having his accounts kept in the simplest way and with the least possible expense as you are yourself.

McCaskey Service pays for itself in the average business—in the time, money and mistakes it saves the merchant. One writing at the time of the sale and your books are always posted.

If you give the McCaskey man half an hour of your time to tell his story it will be worth your while.

McCASKEY Toronto, Can.

McCASKEY
"ONE WRITING"

McCASKEY SYSTEMS, LIMITED
235-245 CARLAW AVENUE, TORONTO

MAIN 4594

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

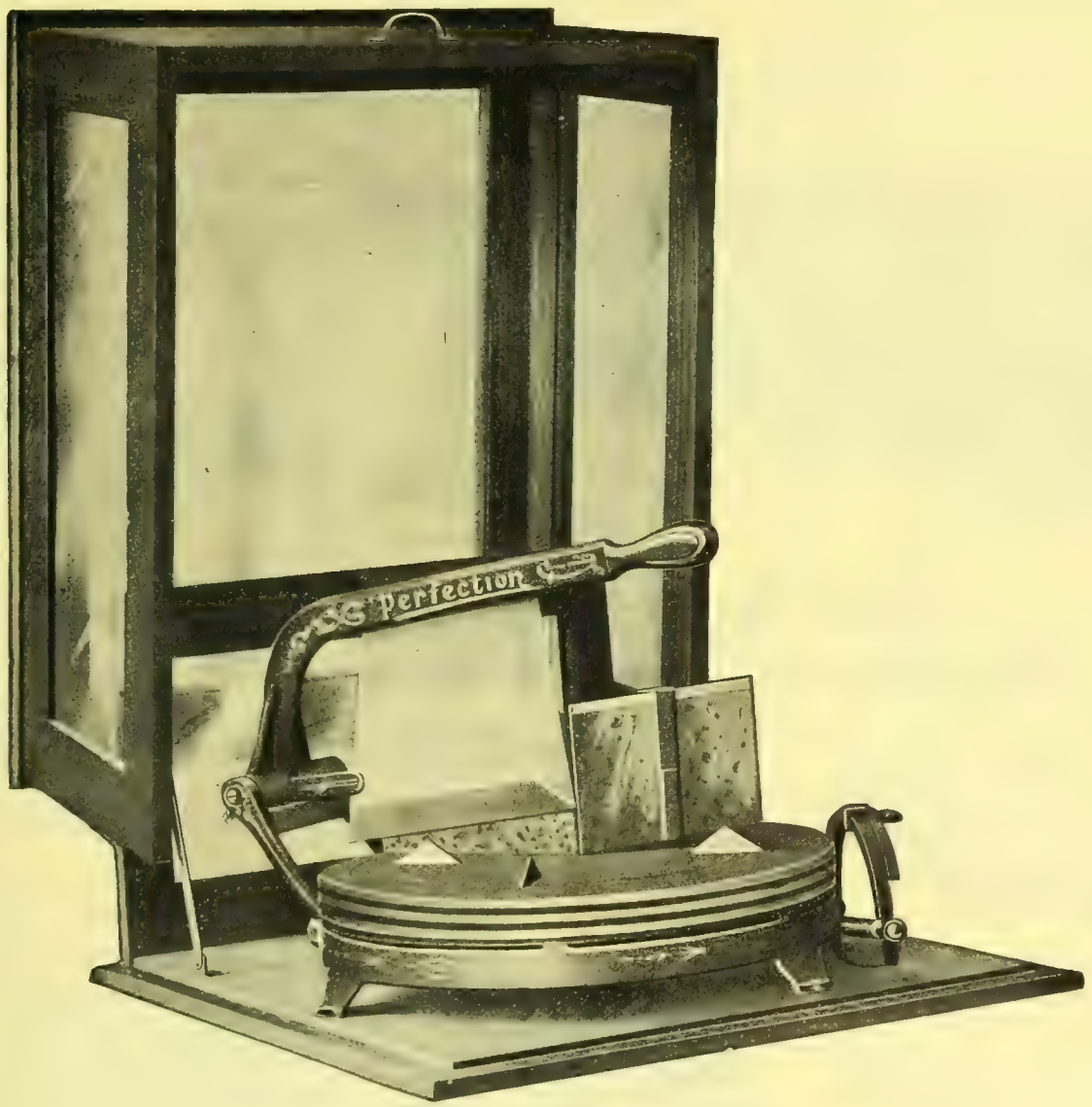
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES WITH CABINETS AND PEDESTALS.

IT SAVES ITS COST in a few months and lasts a lifetime.

BUY IT NOW.

American Computing Company

HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER.

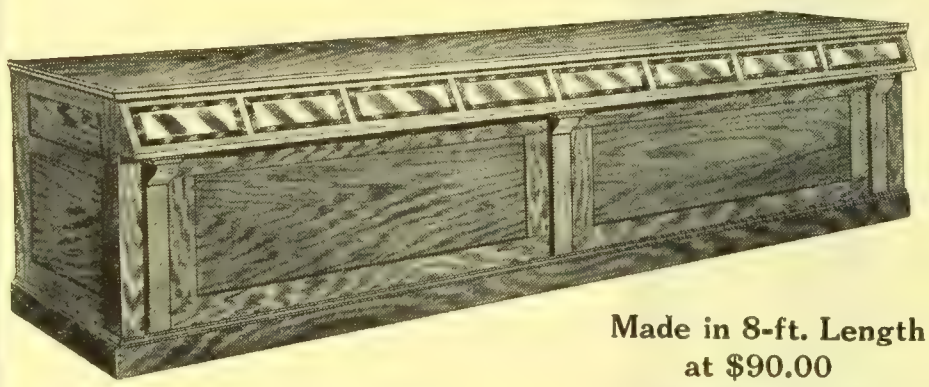
BUY IT NOW.

If any advertisement interests you, tear it out now and place with letters to be answered.

What do people see when they come into your store?

PEOPLE buy what they see! They know, and ask for, the staple, short-profit lines; but if you want to sell more of the fancy merchandise that pays you the long-profit, you must put that merchandise where people will see it. You **must** display it! Goods well displayed are half sold. Display your goods: show them up attractively, invitingly—and clean. Let people **see** what you have when they come into your store and you'll sell more of the goods that pay the big profits.

Display your goods in, and on, an Arnett Show Case where people can see them and your customers will buy more. They will, because people buy what they see! Send the coupon now and get full particulars about these sales-increasing store fixtures. Do it now—before you forget it.



Made in 8-ft. Length at $90.00
Immediate Delivery

The Arnett Grocery Counter

The grocer's right arm! A real asset and money-maker that helps him do more business and makes his time earn greater profits. Made in 8-foot and longer sizes. Solid Oak; Dark, Golden, Waxed or Shell finish. Eight glass front trays for displaying the goods where customers can see them. Back arranged with drawers and tipping bins for easy store-keeping. Immediate delivery on 8-foot size; longer sizes specially and quickly made. Send the Coupon for full details.

Buy Arnett Show Cases
They Display Your Goods and Win Trade!

Your Old Style Grocery Counter is a Thief

It steals your time, your valuable floor space and the bigger profits your time and space should pay you. Get rid of it! Instal an Arnett Sanitary Grocery Counter (shown above) and save money, gain time, prevent trouble, sell clean goods, make more money and please your customers better.

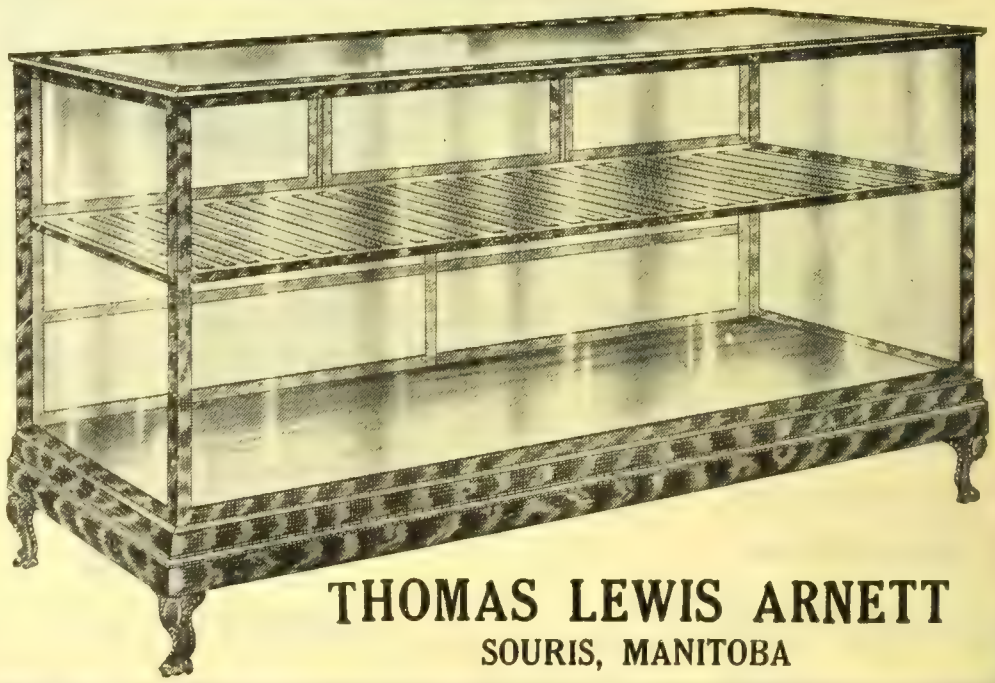
This Grocery Counter is a storehouse, a display case and a counter your customers like to be served at—all rolled into one. Utilizes space now wasted, stores quick-selling items within arm's reach, keeps everything clean. It's a real money-maker. Send the coupon for complete details.

Arnett Cigar Case, No. 12

A good, low-priced case. 42 in. high, 22 in. wide; stock lengths 4, 6 and 8 feet. Exposed wood Southern White Oak. Plate glass top; double strength glass front and ends. Top doors spring hinged; bottom doors slide on roller bearings. Beautiful claw legs. Furnished with moistener for Tobacco and Cigars.

4 ft., $48.00. 6 ft., $66.00. 8 ft., $88.00.

Order from this advertisement, or send Coupon for details.

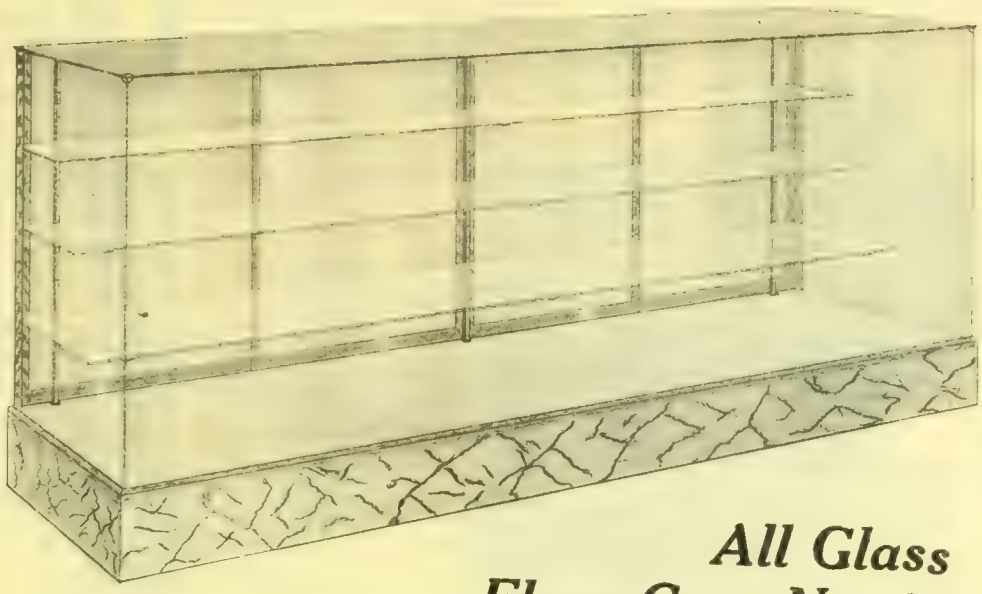


THOMAS LEWIS ARNETT
SOURIS, MANITOBA

If any advertisement interests you, tear it out now and place with letters to be answered.

Buy It Now — Pay For It Later

You can make an Arnett Silent Salesman or Sanitary Grocery Counter pay for itself before you finish paying for it. Get your new case or counter now, while you need it. Be ready for the big Fall and Winter business; for the Holiday rush. Order your case now; get it now. Buy it on our special "Three Months to Pay" plan. Let it earn the money it will cost you—and some more beside. You can buy a new case for as little as fifty cents a day. Get one now and make it pay for itself out of the money it makes for you. Send the Coupon for complete details and prices.



All Glass Floor Case No. 14

The most modern case made. White Italian Marble Base; no holes in the glass. Corners securely locked. 40 in. high, 22 in. wide, 6 or 8 feet long. Two plate glass shelves, 8 in. and 12 in. wide. Nickle plated, adjustable standards and brackets. Plate glass mirrors in sliding doors. A beautiful, clean case for any merchandise. **6 ft., $102.00. 8 ft., $136.00.**

Order from this advertisement or send coupon for details.

Order To-day— Three Months to Pay

Arnett Silent Salesman, No. 1

42 in. high, 24 in. wide, 4 6, 8 or 10 feet long. A large case at a low price. Quarter-sawed White Oak. Beveled Plate glass top, plate glass front, plate glass shelves, shock mirrors in doors. Nickel plated standards and brackets. Adjustable shelves. Elegantly finished all over—a real salesmaker

4 ft., $56.00. 6 ft., $78.00. 8 ft., $104.00. 10 ft., $130.00.

Order from this advertisement, or send Coupon for details.

Send This Coupon NOW!

Right now is the best time to go into the matter of your new Store Equipment. You can get immediate delivery on stock models from this factory, save freight, and have your fixtures in place ready to do business when the rush comes. Order from this advertisement; or send this Coupon now and get full information, prices and detailed specifications of this full line. Do it now before you forget it!

THOMAS LEWIS ARNETT
SOURIS, MANITOBA

THOMAS LEWIS ARNETT, SOURIS, MANITOBA
Dear Sir:—Please send complete details and prices of your store fixtures. We are specially interested in.....
Tell us what you want right now and write your name and address on the margin. If there is not enough room above, Tear off this Coupon and mail it. Do it now.

If any advertisement interests you, tear it out now and place with letters to be answered.

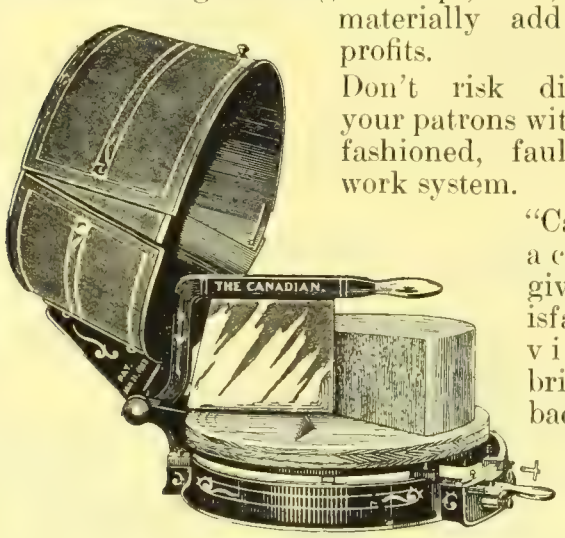
Better Service means Bigger Business

For your own profit and the satisfaction of your customers you cannot do better than instal the "Canadian" Cheese Cutter in your store.

Its accuracy in cutting and computing will eliminate wastage through scraps, etc., and thus materially add to your profits.

Don't risk dissatisfying your patrons with that old-fashioned, faulty, guess-work system.

"Canadian" accuracy gives the satisfactory service that brings 'em back again.



The CANADIAN Open

The Computing Cheese Cutter Co.

WINDSOR, ONT.

You Are Not Satisfied With Just An Ordinary Business

YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

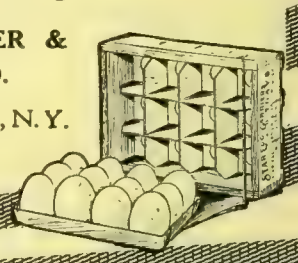
Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the *Star System.*

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how EGGS can make your business grow.

STAR EGG CARRIER & TRAY MFG. CO.

Jay Street, Rochester, N. Y.



There is only one refrigerator

to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910 1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.

TORONTO, ONT.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON, - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

"MADE-IN-CANADA"

FIREPROOF

Announcing our New

SAFE REGISTER

International Safe Register, Front view.

Simplest and surest Register to operate.

∴

A SAFE IN EVERY ESSENTIAL

∴

NOT—A LIGHT WALLED METAL SUBSTITUTE

∴

Sizes
80 Accounts to 2,000 Accounts

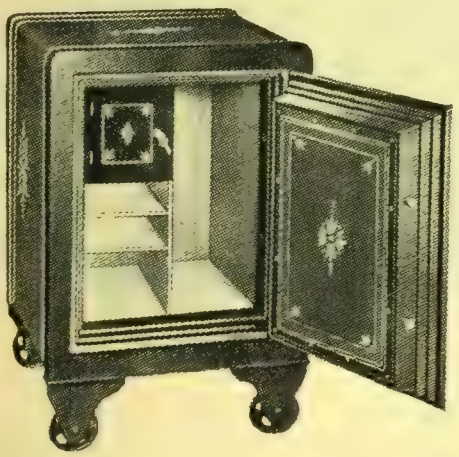
International Safe Register, Back view.

This Fireproof Register is built with a SAFE VAULT BASE and a wooden superstructure. During business the account carrying leaves are operated in the superstructure. At night they are secured in the Fire and Burglar Proof Vault Base under Combination Lock. The Register Vault Base is a SAFE in every essential. Made with heavy steel enclosed walls—Filled with our Special Fireproof Filling of Cellular Vitrified Asbestos—Door of New Interlocking Flange and Tongue and Groove design, and secured by heavy Front and Back Draw Bolts, a feature found only in the Higher Grade Safes. Fitted with extra heavy Interchangeable Combination Lock. Finished in hand-polished black and panelled in rich gold design. Your name on your Register in block gold letters if requested. The latest, simplest and best Account Register on the Market.

If you have not seen the INTERNATIONAL you have not seen the BEST.

"FOR SAFETY SAKE" WRITE TO-DAY.

A Size for Every Need.



SAFES

Fire and Burglar Proof
$25.00 to $95.00

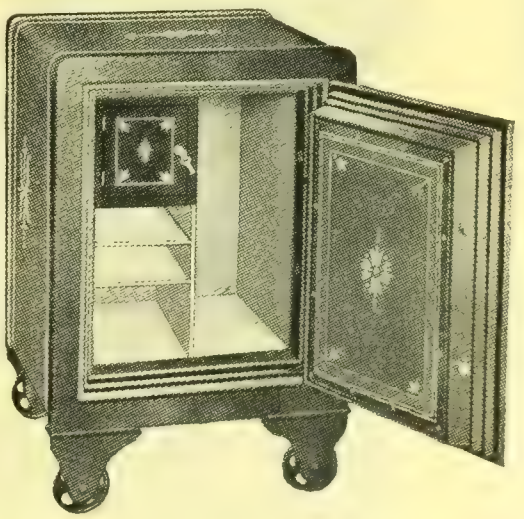
∴

Special Merchants Sizes,
$45. $55. $65. $75.

∴

Special Sizes to carry Wooden Account Register Leaves,
$55.00 to $75.00

A Price for Every Purse.



INTERNATIONAL SAFE COMPANY, LIMITED

MANUFACTURERS

FORT ERIE - - - ONTARIO

AGENTS, WRITE

If any advertisement interests you, tear it out now and place with letters to be answered.

Save your Waste Paper

—there's money in it

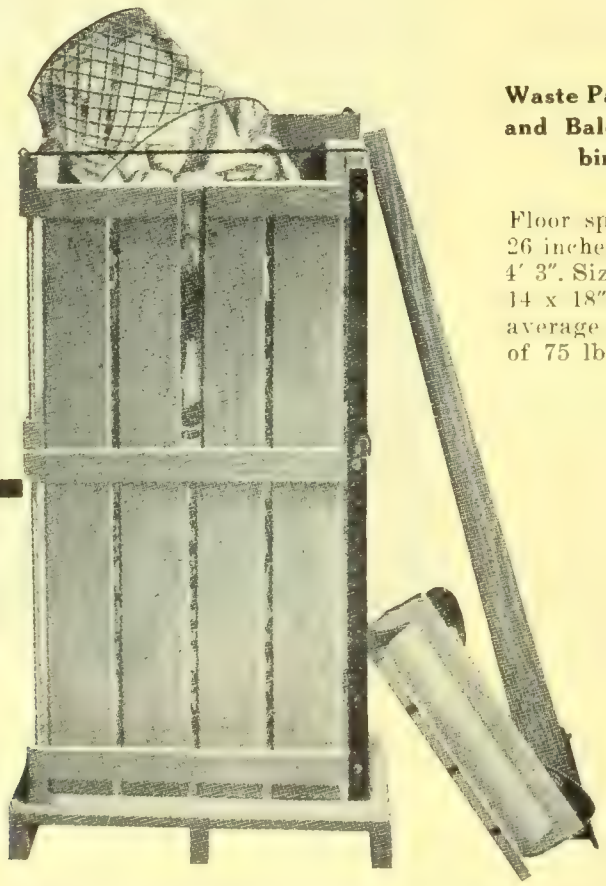
The increasing demand of the Paper Mills for baled waste paper is making big money for many dealers who are alive to the value of what was regarded as so much useless rubbish.

You, too, would be astonished at the amount of waste paper and cardboard you could gather and well pleased with the revenue to be derived from the installation of

The "Jewel" Baler

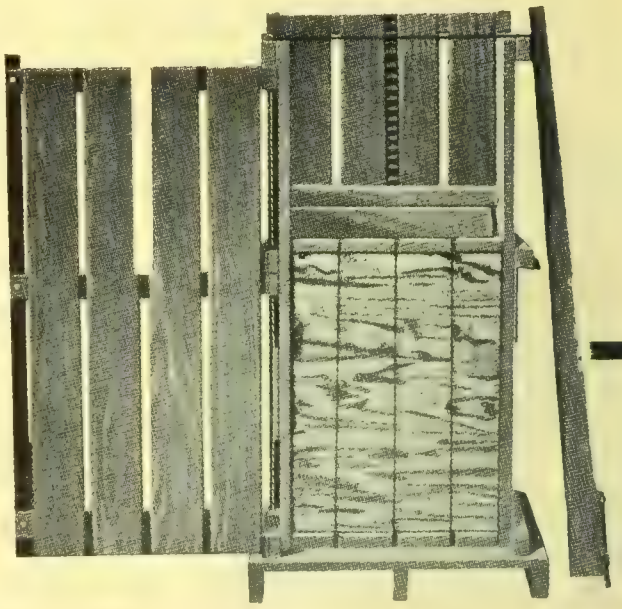
The "Jewel" is a real profit-making investment for you—its first cost is the last cost and it will make money for you right from the beginning. Its capacity and easy operating features make it a positive convenience to any place of business. And besides, it will keep your premises in a tidy condition and reduce fire risk to a minimum. Already over 2000 satisfied users throughout Canada who testify to its value both from a standpoint of convenience and revenue derived.

Decide now to get a baler. The "Jewel" complete with one bundle of wire is $17.50 F.O.B. Hamilton by ten-day draft. Other balers at other prices. Drop us a card anyway and learn full particulars re Balers and the value of Waste Paper. We'll give you all information.



Waste Paper Bin and Baler combined

Floor space 23 x 26 inches; height 4' 3". Size of bale 14 x 18" with an average weight of 75 lbs.

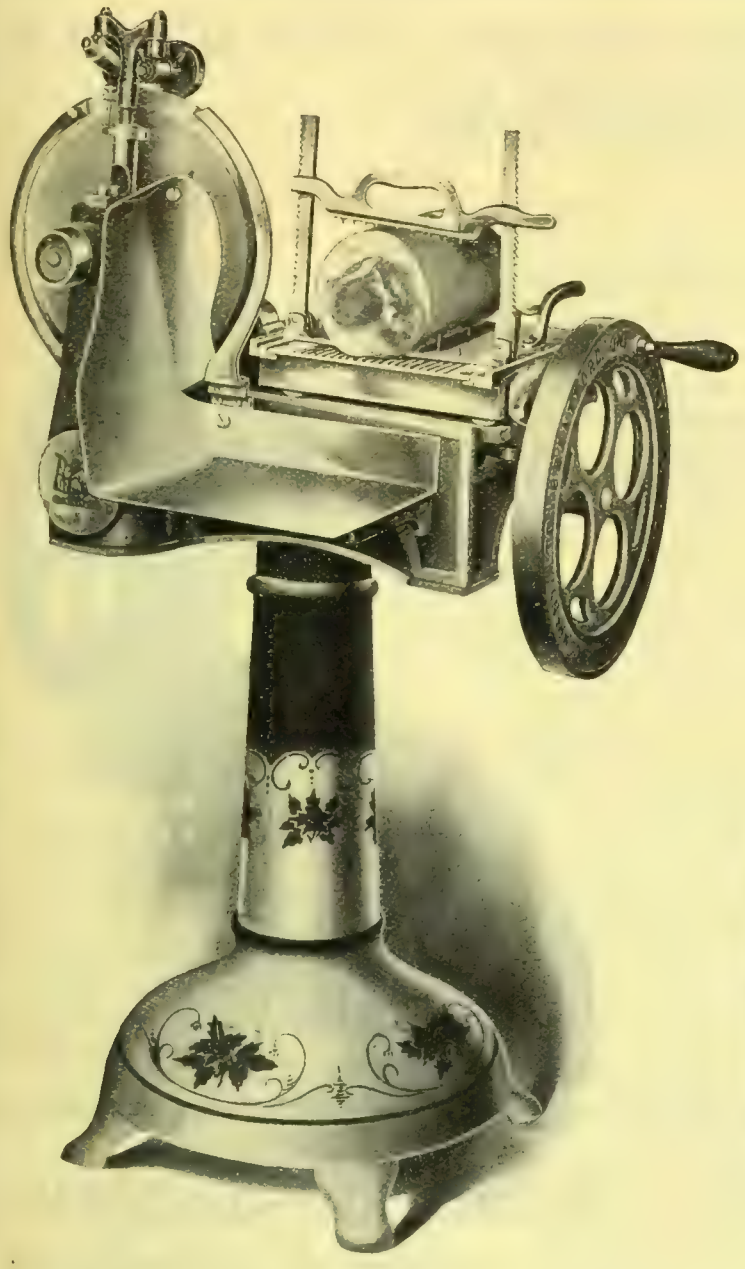


General Sales Company

Distributors

203 Stair Building, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

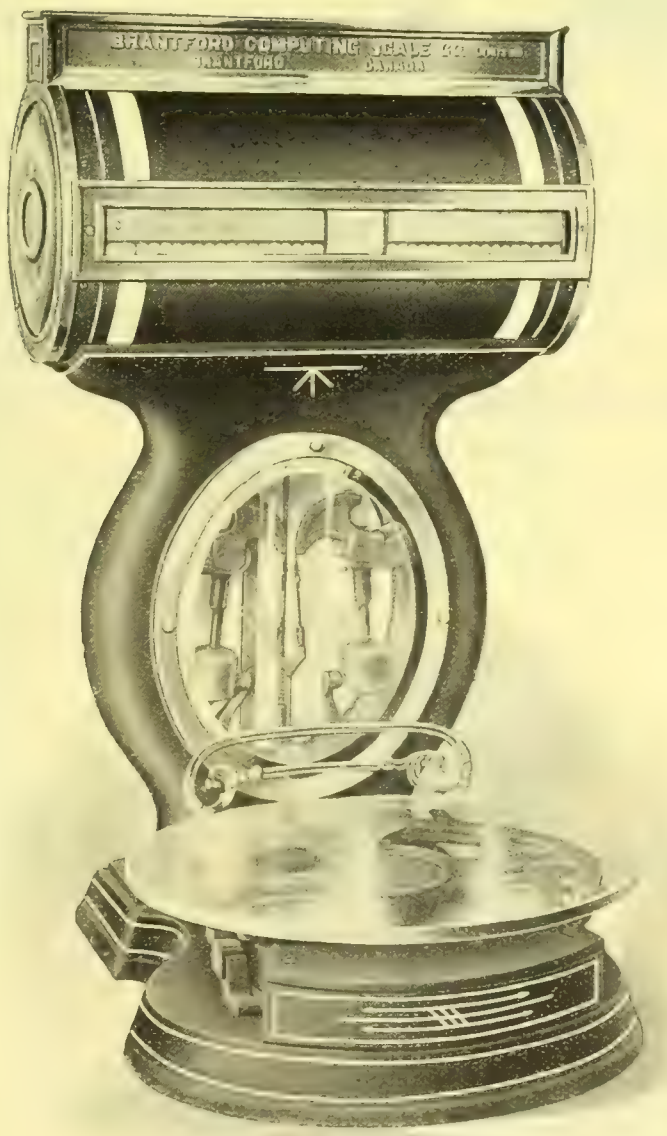


The Brantford SLICER

Made in Canada for the Canadian merchant. Slices Bacon and all Boneless Meats to the Last Slice.

You Need One.

Your customers demand their meat sliced as only a Brantford Slicer can slice it.



The Brantford
Agate-Bearing
Springless Scale

The most up-to-date scale of its kind ever produced, used by many of the most up-to-date merchans.

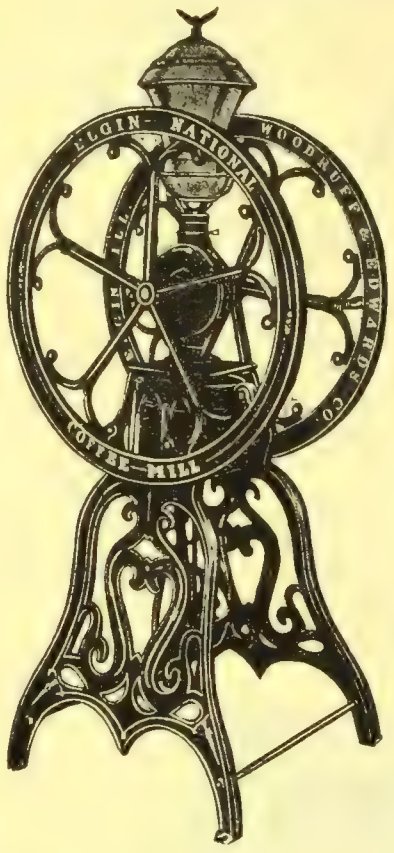
All are delighted.

Write us for Catalogue and Easy Terms of Payment

The Brantford Computing Scale Co., Limited
BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

YOUR COFFEE DEPARTMENT NEEDS AN "ELGIN NATIONAL"



THIRTY years' actual usage has proved that the ELGIN is the most satisfactory all round coffee mill. Here is the winning combination that has placed it far in front of competitors.

Simplicity of Construction **Beauty of Finish**
Easy Running **Fast Grinding and Long Lasting Qualities**
Lowest Price, yet Best Mill Made

The Elgin may be adjusted while running to steel-cut coffee as coarse or as fine as desired and it is **guaranteed to cut faster than any other mill of equal size.**

Boost your coffee sales and profits by installing an Elgin Mill. There is an Elgin National made to meet your special requirements. Send for illustrated Catalogue to-day and order the one best suited for your store.

Write any of the following Jobbers:
St. John, N.B. G. E. Barbour & Co., Dearborn & Co.
Quebec. Minto Bros.
Montreal. L. Chaput, Fils & Cie, Ltd.; The Canadian Fairbanks Co.; Minto Bros.
Ottawa. C. H. Cochrane & Co.
Toronto. Eby, Blain, Ltd.; R. B. Hayhoe; Minto Bros.; Medland Bros., Ltd.
Hamilton James Turner & Co.; Geo. E. Bristol & Co.; Balfour Smye & Co.; Walter Woods & Co., McPherson, Glassco & Co.
London -Gorman Eckert & Co.
Winnipeg -Blue Ribbon Ltd. and Branches; McLarens, Ltd.; The Codville Co. and Branches; The Todhunter, Mitchell Coffee Co.
Regina, Sask.—Campbell, Wilson and Strathdee, Ltd.; H. G. Smith, Ltd.
Saskatoon. Campbell, Wilson & Adams
Edmonton, Alta.—The A. MacDonald Co.; Revillon Wholesale, Ltd.: MacDonald Cooper, Ltd.
Calgary. Campbell, Wilson & Horne Ltd.; L. T. Mewburn & Co., Ltd.; P. D. MacLaren Ltd.
Vancouver.—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co.; Kelly Douglas Co., Ltd.
Cranbrook, B.C. -Cranbrook Jobbers, Ltd. Fernie, B.C.—The Western Canada Wholesale Co., Ltd.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

Merchants Baler

Made in Canada

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West - Toronto

A handsome display-case and a perfect preserver

The scientific construction of every Arctic Refrigerator affords unusual facilities for the effective display of perishable goods while preserving them in the most absolute security. The Arctic system of dry cold air circulation eliminates possibility of loss through spoiled or tainted eatables. The name "Arctic" on your refrigerator is a guarantee of perfect satisfaction.

May we send you a copy of the Arctic Catalog? It describes Arctic refrigeration in detail and shows you the right model for your store. A post card request will bring it by return.

John Hillock & Co., Ltd.
Makers of High-Grade Refrigerators
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

1916-1917
Fall and Winter Staples

Brooms, Brushes, Baskets, Paper and Twine, Egg Cases, Butter Tubs, Parchment Butter Paper, Paprus Egg Carriers, Paper Balers, Broom Racks, Butter Dishes, Cheese Cutters, Counter Check Books, Refrigerators, Meat Choppers, Show Cases, Molasses Pumps, Vinegar Pumps, Fibre Vinegar Measures.

Send post card for catalog.

WALTER WOODS & COMPANY

HAMILTON and WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

Showing the comprehensive character of our exhibit at the Toronto Exhibition.

We make Telephone Equipment for every service--make it right here in Canada by Canadian workmen.

Why import when we can supply your telephone requirements? Let us know just what they are and we will send you Bulletin and information.

Canadian Independent Telephone Co., LIMITED

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Stop, think and figure!

WHAT did your grocery sales total last year? What would 3% to 5% on that total amount to? Something worth while. And this extra profit you make if you confine your orders to Macdonald-Chapman Limited.

• • •

It will pay you to read our Price-List carefully, and compare prices quoted with those asked by other houses. You will find that on the whole; it **quotes you 2 per cent. to 3 per cent. lower, and in addition we allow 4 per cent. cash, 3 per cent. prompt 30 days,** (off lines not controlled by selling agreements).

• • •

We have connections from Fort William, Ont., to Vancouver, B.C. **No other house in Canada has equal facilities to serve you.** No need to carry big stocks. We can fill your orders promptly no matter where you are located.

We can save you money, and your orders will be appreciated by

• • •

The Only One-Price House in the West

White Star Products

Per box 3 doz. 5c. pkts, $1.00, less 3%

Quality Goods

Made in Canada's Finest Pure Food Factory

IT PAYS TO PUSH THE BEST

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers

WINNIPEG - - MANITOBA

Connections:

MACDONALD-COOPER LTD.
Edmonton, Alta

MACDONALD-CRAWFORD LTD
Moose Jaw, Sask

MACDONALD-CRAWFORD LTD.
Saskatoon, Sask.

MACDONALD-CRAWFORD LTD.
Swift Current, Sask.

A. MACDONALD & CO.
Vancouver, B.C.; Nelson, B.C.; Fernie, B.C.; Fort William, Ont.

The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this fine and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the goods spreads and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM
AND BACON

MATTHEWS-BLACKWELL, LIMITED

TORONTO MONTREAL HULL PETERBORO BRANTFORD
WINNIPEG SYDNEY, C.B FORT WILLIAM SUDBURY

Put them on your sales counter.

Get acquainted with the splendid selling qualities of these two Bowes lines. They've got the qualities that make for repeat sales — pure, wholesome, appetizing, delicious.

Bowes Extra Special Mince Meat

will please the "hard-to-please" among your customers. The very choicest materials are carefully and scientifically blended, producing an unusually attractive Mince Meat that wins approval right from the start.

Bowes Worcestershire Sauce

is a sauce of unquestionable quality. Matured in oak casks, this fine old English sauce has a piquancy and a "zest" that captivates the discriminating. Bowes Worcestershire Sauce is Made in Canada, but is equal to the best imported sauces and better than most of them.

You will be pleased—more than pleased—with the selling results of a trial supply. Will you send the order to day?

The Bowes Company

Limited

72-74-76 Front St. E., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

E
D S

Are you selling the National Temperance Drink—

E. D. Smith Grape Juice?

If not, you have yet to learn what a splendid profit-maker this wholesome beverage is. The advent of Prohibition gave renewed impetus to an already large demand, so that to-day Grocers all over the country are finding it very worth while to feature E. D. Smith Grape Juice.

A special manufacturing process conserves the full, natural *Concord Flavor*, giving to every drop of E. D. Smith Grape Juice a delicious flavor that wins the lasting approval of discriminating people.

E. D. Smith Grape Juice is the most economical, too—its strength and purity being such as to make dilution necessary when using.

An early order will guarantee you against disappointment. Send it to-day and start right in to secure your share of E. D. Smith profits.

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

Our twenty-five years success in the brokerage and grocers' commission world is a pretty sure guarantee that we can handle your line successfully.

The fact that we have been located at the same old address, 180 *St. Paul St. West, Montreal*—for the past twenty-five years, and during that time have handled successfully the lines here shown is conclusive evidence of the stability of our firm. These lines to-day stand at the head of their prospective classes—best sellers, every one. Our representatives cover the Dominion from coast to coast, keeping in constant touch with the trade, giving a service absolutely unequalled.

You are a progressive manufacturer, of course. Then why not let a progressive firm, a firm with real live sales specialists handle your line? Drop us a card, anyhow, and let us tell you of our facilities.

Dun's, Bradstreet's or any Bank will give you full particulars of our standing. Or write any of the firms here listed:

BORDEN'S
Condensed Milk
BORDEN'S
Malted Milk
BENSDORP'S
Royal Dutch Cocoa
CARR'S
English Biscuits
E. D. SMITH'S
Jams and Preserves
PURE GOLD
Jellies, Spices, etc.
MELROSE'S
Famous Teas
EDWARD'S
Desicatted Soups
POSTUM
Cereal Foods, etc.
ROBIN HOOD MILLS
Rolled Oats
JOHN GRAY'S
Peels and Confectionery
NATIONAL LICORICE CO.'S
Licorice Products
KNOX'S
Sparkling Gelatine
ROGERS'
Valencia Raisins
THORNTON
Malaga Raisons
COTTAM'S
Bird Seed
BABBITT'S
"1776" Soap Powder
ROYAL CROWN
Toilet Soaps

Wm. H. Dunn Limited

Sales Specialist

Established 1890

Associated with Dunn-Hortop, Ltd., Board of Trade Bldg., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

VISITORS WELCOME

THIS sign over the factory door really expresses in two words all that could possibly be said in favor of the *purity* and the *cleanliness* and the *flavor* of

McCormick's Sodas

JERSEY CREAM

THE McCORMICK MANUFACTURING COMPANY, LIMITED, LONDON, ONTARIO
General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

PERSISTENT ADVERTISING and UNIFORM QUALITY
Have made KING GEORGE'S NAVY PLUG the most popular Chewing Tobacco on the market.

Consult your stock. *Be ready to supply the demand.*

The Rock City Tobacco Co., Limited.

If any advertisement interests you, tear it out now and place with letters to be answered.

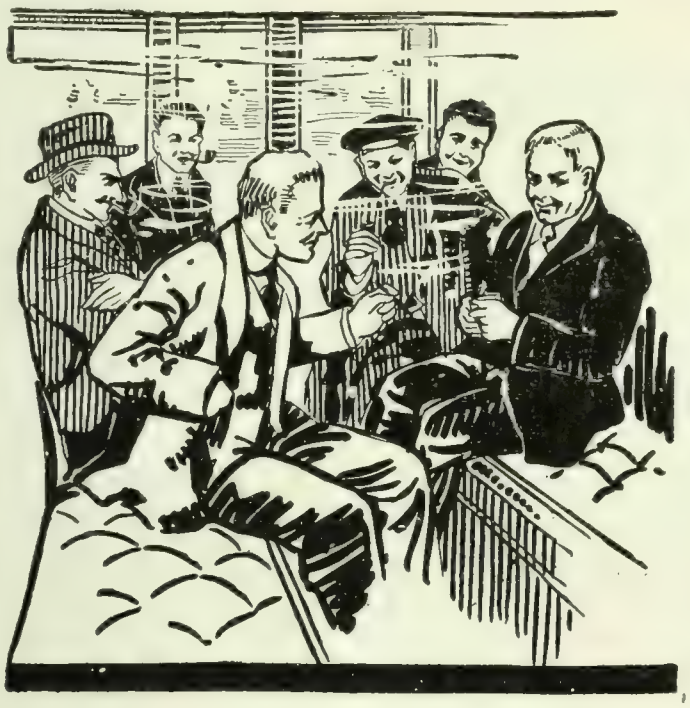
This is one of a series of advertisements now appearing in the leading papers throughout Canada to advertise

MASTER MASON

The Plug Smoking Tobacco which MAKES AND HOLDS CUSTOMERS

IN THE SMOKING CARS

or wherever congregate critical smokers, Master-Mason always makes a hit. It's the tobacco which every lover of the weed thoroughly enjoys from the lighting up to the last whiff---it's a real man's smoke---made to meet the most exacting tastes.



SMOKE Master Mason

"IT'S GOOD TOBACCO"

it is made from choice tobaccos, fully matured and pressed into a solid plug so as to preserve all the natural moisture and fragrance of the natural leaf. This treatment ensures the characteristic smoothness and mellowness as well as the freedom from bite, parch and firing so often found in tobaccos packed in tins or packets.

Prove this to yourself by investing in a plug of Master-Mason, the tobacco which is

Equal by test to the very best,
Much better than all the rest.

Say MASTER-MASON to your dealer---he knows.

Price: 15 cents

THE ROCK CITY TOBACCO CO., LIMITED

Every Up-to-date Dealer should carry a full line of our tobaccos. They are all extensively advertised and give universal satisfaction.

Rose Quesnel
Mild and natural. The most popular smoking tobacco on the market.

King George's Navy
Chewing Tobacco.
The chewing tobacco with the lingering flavor.

Long Tom
Smoking Tobacco.
Always more and more popular.

The Rock City Tobacco Co., Limited.

Always crisp and fine flavored. Put up in different styles and sizes of bottles.

One Taste

is all that is necessary to win the unstinted approval of the most discriminating where *CLUB HOUSE OLIVES* are concerned. Care in selecting only the very choicest Seville Olives, and preparing them in a way that preserves their luscious, natural flavor are two reasons why *CLUB HOUSE OLIVES* are growing in favor every day.

Grocers! If you have never handled the *CLUB HOUSE* line, you have yet to learn what a splendid profit-producer it really is. You will find it worth while to suggest *CLUB HOUSE* to every housewife. After the first sale the rest is easy —*CLUB HOUSE* flavor will tickle the most particular palate.

A *CLUB HOUSE* window or counter display will be the beginning of worth-while olive sales. Why not put them to the test? A sample order will prove our claims conclusively.

May we ship you to-day?

None are genuine unless labeled

CLUB HOUSE OLIVES

We pack only one quality, the Best.

Gorman, Eckert & Co.

Limited

LONDON ∴ ONTARIO

Western Selling Agents
MASON & HICKEY, WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

The Cup that Cheers

is particularly cheering when it's a cup full of that acme of tea quality—MINTO. The first sip of this delicious blend wins the approval of the most particular tea drinker, hence it is that Minto is so remarkable for its unequalled "repeating" qualities.

> Your customers appreciate quality at a moderate price. Every customer does, which accounts in large measure for the ever-growing numbers of Minto Tea users. Your customers are no different from any others, as a trial supply of Minto will prove.

Don't forget that every sale of Minto Tea is a tribute to its quality, because the demand is not worked up by consumer advertising—we carry none whatever. Instead, we enclose in every Minto package (½ and 1 lb.) the amount of money it would take to advertise it this way. Let us drive that point home to you—*Money and Quality in every Package.* Isn't it a strong selling point?

The profits are good.

Minto Brothers

284 Church Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

For years and years

IT must seem to many grocers of Canada that they have *always* sold *Shirriff's Extracts*—our first notable line. These extracts stood first among all extracts for unvarying strength and excellence. Never was there a cheapening of Quality to meet growing competition. We preferred to lose business than to lower the Standard. The result to-day is that we retain trade that was ours a generation ago.

Shirriff's True Vanilla

Shirriff's True Vanilla is 50% above Government Standard. It is the purest essence of the Mexican bean. Its quality is uniform. Its strength maximum. It is a household favorite and has been so for years and years.

Shirriff's Scotch Marmalade

Into another **Shirriff** line goes the Shirriff conscientiousness — **Marmalade**—a marmalade so good that it will be returned to again and again by discriminating housewives.

Shirriff's Jelly Powders

Shirriff's Jelly Powders are admittedly the best powders of their class made in Canada. Their popularity grows with the passage of time. They lend themselves to a wide variety of desserts of instant palate and eye appeal.

The Shirriff name and label are real friends of yours

Shirriff's

Imperial Extract Company, Toronto

Western Representatives: **H. F. RITCHIE & CO., Limited, Toronto. Montreal: W. S. SILCOCK. Quebec City: ALBERT DUNN. Maritime Provinces: H. F. RITCHIE & CO., Limited (W. H. L. USHER, Halifax.)**

If any advertisement interests you, tear it out now and place with letters to be answered.

Gazelle Goods

just as ever
stand foremost.

Hudon, Hebert & Cie.

Established A.D.. 1847 LIMITED

MONTREAL

The most liberally
managed firm in Canada

HUDON HEBERT & CIE. LIMITED GAZELLE MONTREAL, CAN.

HUDON HEBERT & CIE. LIMITED GAZELLE MONTREAL, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Any product bearing the Tartan Brand is dependable

—just as dependable and as high grade as conscientious care in selection and manufacturing can make it.

Hence it is that discriminating people look for the handsome Tartan Label when purchasing **Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder.**

You will find a stock of Tartan Brand Products a big factor in producing better Fall and Winter selling.

Send in your order. We pay prompt attention to every mail order received.

Ask about our **Fancy Groceries, Foreign and Domestic.**

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

BRASSO
SILVO
ZEBRA

THE

METAL POLISH
SILVER POLISH
STOVE POLISH

ADEL. 1899 RECKITTS (OVERSEA) LTD. TORONTO

YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.

WHEN BUYING MINCE MEAT INSIST ON

WETHEY'S

JAPAN TEA

WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

WHEN you consider the number of tea users in Canada that are reached and influenced by our wide-spread consumer advertising you will readily understand why it is that our host of admirers is constantly increasing.

JAPAN TEA has the quality, the delicious palate pleasing quality, that captivates the tastes of the most critcal tea drinker. Think what a splendid asset this quality is in building up a really worth while tea department.

LOOK at the sample ad at top of this page. It will give you an idea of the splendid way we are co-operating with dealers in pushing the sales of this pure Japan Tea.

Are you a Japan Tea dealer?

If any advertisement interests you, tear it out now and place with letters to be answered.

MADE IN CANADA

H.G. SAUCE and E.P. SAUCE

(*High-grade Worcestershire Sauce*)

(*Epicurean Fruit Sauce*)

Retails at 10 Cents

are Canada's only sauces specially prepared to meet Canada's wants, to equal and surpass all similar imports.

Retails at 15 Cents

No War Prices

Under our contract selling plan profits are assured and the consumer has the best possible value.

The trade generally approves our selling plan.

Prices for these sauces and their dietetic qualities command the interest and support of not only the merchant but the consumer.

Send for samples. Order at once and support these Canadian products.

Manufactured by

The Canada Sauce and Vinegar Co.

519 King St. W., Toronto

It is a well-known fact

that the sales of

Kellogg's Toasted Corn Flakes

mean pleased customers and increased trade.

This celebrated article of food is so firmly established in the estimation of the public that it cannot be displaced.

Its sale is steadily increasing.

Keep it in your windows.

Battle Creek Toasted Corn Flakes

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Genuine Scottish

SHORTBREAD

IMPORTED

In Half Tins, average weight about 5 lbs.

11 distinct varieties in each tin.

Fresh Stock Just Arrived.

Further Supplies due November 5th.

McVitie & Price's

Assorted Shortbread

Prices and Stock list on application, or see our representatives.

McVITIE & PRICE of Canada

Limited

MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuit of Britain."

If any advertisement interests you, tear it out now and place with letters to be answered.

PURE FOOD is something that you are interested in selling every day. Now, you sell shoe polish too. Perhaps you look upon it only as a side line. Do you realize that it means just as much to you to sell a pure food **FOR LEATHER?**

Your customers want something that they can rely on and you want to sell them an article that you *know* is first-class and will give you a good margin of profit. Sell

"Nugget"
Shoe Polish

Let your customers know that you have it in stock.

Show cards and advertising matter sent free on request.

THE NUGGET POLISH CO.
LIMITED

9, 11 & 13 Davenport Road

TORONTO ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Many grocers have asked us how it is that we maintain the uniform flavor, richness and high-quality of Red Rose Tea with absolute fidelity day in and day out, year after year. It is a source of wonderment to them in face of the all too frequent occasions when they find it practically impossible to secure the "same" tea or a successful "match."

Our explanation is that our facilities are unsurpassed in this country. Our tremendous output gives us an enormous buying power. We are often able to get large quantities of certain desirable teas when they are unprocurable by small companies.

Our tea sorting, testing, blending and packing warehouses in St. John, N.B., are the largest in Canada. Our staff of tea tasters and other experts are beyond the price an ordinary company could afford to pay.

Yet all these things are absolutely necessary in order to maintain that marvellous UNIFORMITY of flavor and high-quality that has made Red Rose Tea one of the biggest merchandising successes in the Dominion.

To build up a permanently successful tea trade, whether national or local, a tea of unvarying uniformity, splendid quality, and value for the money, must be featured. What fulfils every requirement so well as—Red Rose Tea?

Business Is Good With Us—

Why?

Because: With the War came conditions which demanded retrenchment and economy. Merchants everywhere changed their methods of doing business to suit the times. The Merchants of Northern Ontario decided that buying "Down East" wasn't necessary. They commenced to give us a larger share of their trade. Pleased with the *prompt service*, low freights and *right prices*, they have continued to do so. The monthly increase in their business with us is the best assurance that our service is satisfactory.

Our three warehouses make it possible for any Merchant in this district to obtain his requirements at the minimum cost.

Are *you* using the advantages we offer? If not, do so to-day by sending an order to our nearest warehouse.

PHONE FREE TO BUYERS

THE YOUNG COMPANY, Limited

WHOLESALE GROCERS AND IMPORTERS

NORTH BAY SUDBURY SAULT STE. MARIE

CANADIAN GROCER

Vol. XXX. TORONTO, OCTOBER 27, 1916 No. 43

Importance of the Christmas Trade

Buying End Must be Very Closely Watched—Selling for Gifts to be Sent Overseas—Postal Regulations—The Surety of a Large Yuletide Trade

THE most important consideration before the grocer at the present time is the coming Christmas season. Although it will be five weeks before the most active shopping season starts, there are special reasons this year for making an especially early start on the necessary preparations, for the Sales Campaign.

In the first place, buying problems present unusual difficulties this year. Owing, in some cases, to climatic conditions which have proven unfavorable, and, in other lines, to conditions created by the war, supplies of Christmas lines will not only be short, but deliveries will be decidedly uncertain. Many of the most essential Christmas lines come from countries on the Mediterranean—Greece and Italy, for the most part—and, with naval warfare at its height and submarines scouring all the reaches of the Mediterranean, it is not hard to understand why prices on raisins, currants, imported grapes, etc., are going to be very high and deliveries unsure. No grocer can afford to take any chances with regard to his Christmas stock. He should not only place every possible order early, but should watch the situation closely and resort to every means that will enable him to get his supplies in. The most important feature of the Christmas campaign, from the standpoint of the merchant, is certain to be the buying end.

For Soldiers at Front

Another reason for an early start on the Christmas campaign is the possibility of doing a big business in the way of Christmas hampers and supplies for soldiers at the front. All during the past year the surreptitious departure of troopships has gone forward until at the present there are probably a quarter of a million Canadian boys in England and France. This means that an enormous quantity of Christmas presents will be sent overseas; and, as the soldiers crave for delicacies above everything else, a very large proportion of the Christmas material sent will be in the nature of hampers, food supplies, candies, etc. In other words, this means a golden opportunity for the grocer. It should be possible to do a very large business this year in hampers and in supplies suitable for sending to the front.

In order to get a large share of this business it will be necessary for each merchant to start his campaign for the trade almost at once. The last week in November is possibly the last date for sending material overseas, and this means that people will complete their purchases along that line during the coming month. The post office authorities point out several things.

1st. For all soldiers in France, Flanders, and in camps in England, all parcels for Christmas should be at the Atlantic seaboard by the first of the last week in November; that is about the 27th. The post office will not guarantee any delivery of parcels to soldiers in France, Flanders, or England, that are not at the Atlantic seaboard by that time. This means that you should endeavor to get your customers to despatch their parcels from their home town a full week before that.

A neat showing of lines salable during the Christmas season.

2nd. So far as Salonica and Egypt are concerned, the authorities will not guarantee delivery to soldiers in either of these places at all by any certain time. They say they will do their best to get over parcels and letters in time for Christmas, if they are posted in Canada in sufficient time. In ordinary peace time, a letter or parcel for Salonica would have to be mailed twenty-eight days before the time of delivery at that point. For Egypt the time would be about five weeks. In these times, however, home parcels wouldn't stand much chance of reaching either Egypt or Salonica under an allowance of two months for the journey. Nevertheless, there is a chance that mail will get through under that time.

The merchant should be prepared to supply this information to customers. He should also be prepared to advise customers with reference to regulations governing the sending of parcels to soldiers.

The following are the rates for parcels overseas:

To England: 1 pound, 12 cents; 2 pounds, 24 cents; 3 pounds, 36 cents and 12 cents extra for each additional pound.

To France: 1 to 3 pounds, 24 cents; 3 to 7 pounds, 32 cents.

To Egypt and Salonica: 1 pound, 32 cents; 2 pounds, 40 cents, and 3 pounds, 48 cents; 4 pounds, 74 cents; 5 pounds, 82 cents; 6 pounds, 90 cents; 7 pounds, 98 cents.

As to regulations for packing, the ordinary Parcel Post Regulations apply as far as Great Britain and France are concerned. Every merchant should, however, have a post office guide in his store, so that it would be possible to

Displaying candies effectively for Christmas sales.

look up therein the information as to rates, packing, etc.

A Brisk Trade.

With reference to the regular Christmas trade, there is every assurance of a very brisk and a profitable business. Despite the war, despite the uncertainty that lurks in the back of every man's mind, despite the high cost of living and war taxes, despite everything, the fact remains that there is more money in circulation in the country at the present time than for many years — perhaps more than ever before in the history of Canada. This is reflected in trade; and stores in all lines have been particularly busy. That the active buying which has been so marked a feature of Canadian conditions for the past six months will continue with the usual acceleration during the Christmas season is a surety. In fact, it seems safe to say that people will buy more this Christmas than they have ever been in the custom of doing. There has been so much suffering and uneasiness with reference to the war that, as a natural consequence, any excuse for forgetting national and personal troubles and for plunging into enjoyment of the lighter side of life, is eagerly embraced. The same reason that makes all London flock to the very lightest and frothiest of musical reviews, will take people to the stores for larger supplies than ever for Christmas goods.

Grocers should therefore be planning to take full advantage of this condition. Each merchant should be planning to secure for his store a larger share than ever of the Christmas trade.

In the succeeding pages will be found a number of articles giving useful suggestions for launching the Christmas campaign, in the matter of advertising copy, window displays, and the handling of stocks. It would pay to read these articles closely and to retain them for reference during the rush of trade.

AN UNUSUAL EXPERIENCE

It's a rather unusual thing for a retailer to confess that the foundation of his success was a statement made to him by a mail order man, but that is just my experience. I was visiting my brother, who lives in New York, at one time, and he had a friend in the mail order business. We were introduced, and, in the course of the talk the man said this to me: "A good storekeeper never need fear the mail order houses or anyone else if he will look alive, have the goods and give real service." It struck me pretty forcibly at the time, and it kept coming back to my mind after I got home. Well, to make a long story short, I set about improving the appearance of my store, broadening and freshening up our stock of merchandise, and making increased efforts to serve our customers well. Just when the tide turned, and exactly why, I can't tell you to this day, but I do know that we are fairly successful, and the business is growing steadily. We don't bother our heads so much about outside competition as we used to.—*The Inland Storekeeper.*

Making the provision department attractive for Christmas. An attractive arrangement in the J. F. Cairns store, Saskatoon.

Wholesale Prices Reach High Marks

Some Records Have Been Made—War Conditions Have Brought About Entirely New Set of Conditions and New Standards Have Been Established — Survey of Wholesale Prices as Compared With 1914 and 1915

THE present year 1916 has made some big records in the prices of commodities of all kinds. The year 1915 saw high levels in wholesale prices but the year 1916 has eclipsed in many lines the fond records of other years. Sugar and flour have been two of the commodities that have been watched most keenly during the year. During that time flour has made a new high level of $9.50 per barrel for Manitoba first patents, which is the record price for a period of at least 20 years. This takes men back to a period when most of the men now engaged in the milling business cannot remember to the contrary. Sugar in May of this year reached the highest point for any year during the past seven years at any rate. At that time the level reached was $8.26 per 100 pounds. Canned goods of various kinds have reached an exceptionally high figure during the year Dried fruits of all kinds have gone to very high figures. About the only reasonably priced dry fruit to be had at the present time is figs. These will be the only 10c per pound line obtainable this winter.

In potatoes there have been high prices during the summer and early fall due to the scarcity of the crop. It was a poor growing season. Potatoes did not get into the ground until late owing to the long-continued cool and wet weather in the spring. Then the long dry summer prevented them from maturing. Just at the present time potatoes are fairly reasonable in price as compared with quotations last winter and spring. While the farmers have been engaged in digging, they have been prepared to take a slightly lower figure than would be demanded were the potatoes placed in pit or in the cellar.

Apples in Ontario have been a poor crop, not much over a half crop being gathered. The apples that did pull through were small in size for the most part and inclined to be scabby. They have mostly run to the third grade. Prices for these have been fairly high in consequence. During the previous year apples sold in Toronto from $1.50 to $2.50 per barrel. This year they are quoted at $3.50 to $5 per barrel.

Provisions of all kinds have had almost a record year so far as high prices go. Live hogs at one time reached $12.85. There was a big demand for all

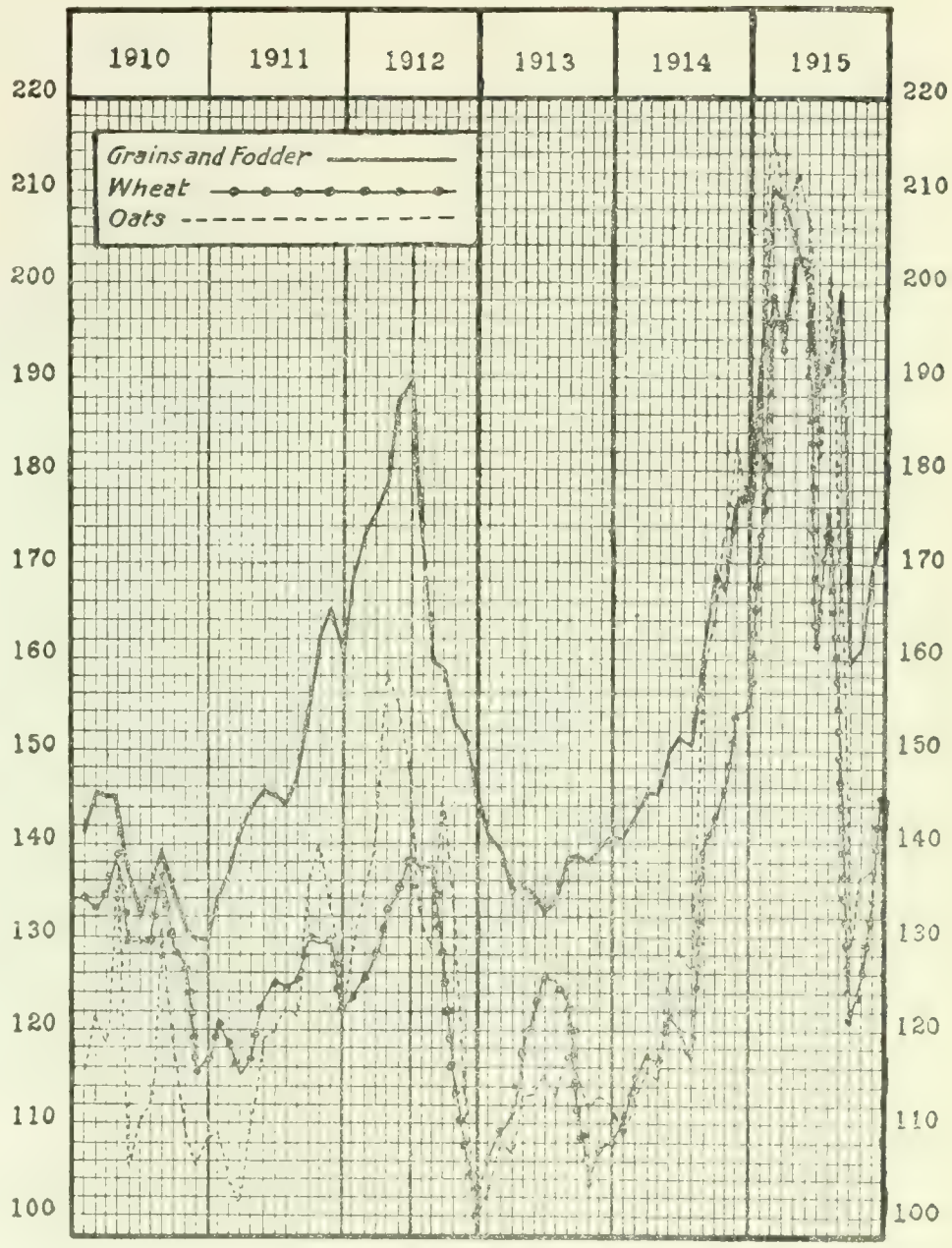


Chart showing relative prices of grains and fodder, Manitoba wheat and Western oats in Canada during the years 1910-15. Items included are wheat, oats, barley corn, flaxseed, peas, rye.

cooked meats during the long-continued hot weather and this kept the price of this class of provision to a high level. There has been an exceptionally heavy demand for cheese for export and this has governed the price of Canadian cheese almost entirely. Cheese at the boards sold as high as 22c per pound in certain instances this fall. Butter also has been at a record high price for this time of the year. With the hot and dry weather of summer time the pastures were dried up early and this shut off the food supply for the cows to a large extent. There has been a good export demand for butter along with cheese and this has given a firmness to the market. But even in the face of these conditions business has been reported good by the wholesalers. There has been plenty of money around and people did not have scruples about paying the high prices. There were low rumblings from certain quarters where the poor consumer had to bend his back a little more under the load—and pay. With many heads of households pursuing their regular vocations there has been no advances in salary of recent times. Munition workers might benefit greatly by the present prosperous industrial condition, but those who followed their ordinary lines of endeavor often found they had much heavier loads to carry under war conditions.

Year 1915 Also Saw Rise

There was a gradual upward tendency in the price of all wholesale articles during last year. "The rise in prices in 1915 brought the general level of wholesale prices in Canada much above any point previously indicated since 1890," stated the sixth annual report on wholesale prices in Canada, issued by the Department of Labor of Canada. The list of articles taken into consideration in compiling their report numbered 272. The department uses an index number to indicate the rise in prices as ascertained after a comparison of the prices of these various commodities. The normal price of living is given as 100. "During the year 1915, wholesale prices were possibly higher than at any time during the past century," stated the department report. "Prices, however, were very high at times between 1850 and 1872, during the Crimean War, the American Civil War and the Franco-Prussian War. In Canada the following index numbers show the levels on certain dates since 1890:

1890	110.3
1897	92.2
1900	108.2
1907	126.2
1908	120.8
1911	127.4
1912	134.4
1913	135.5
1914	136.1
1915	148.0

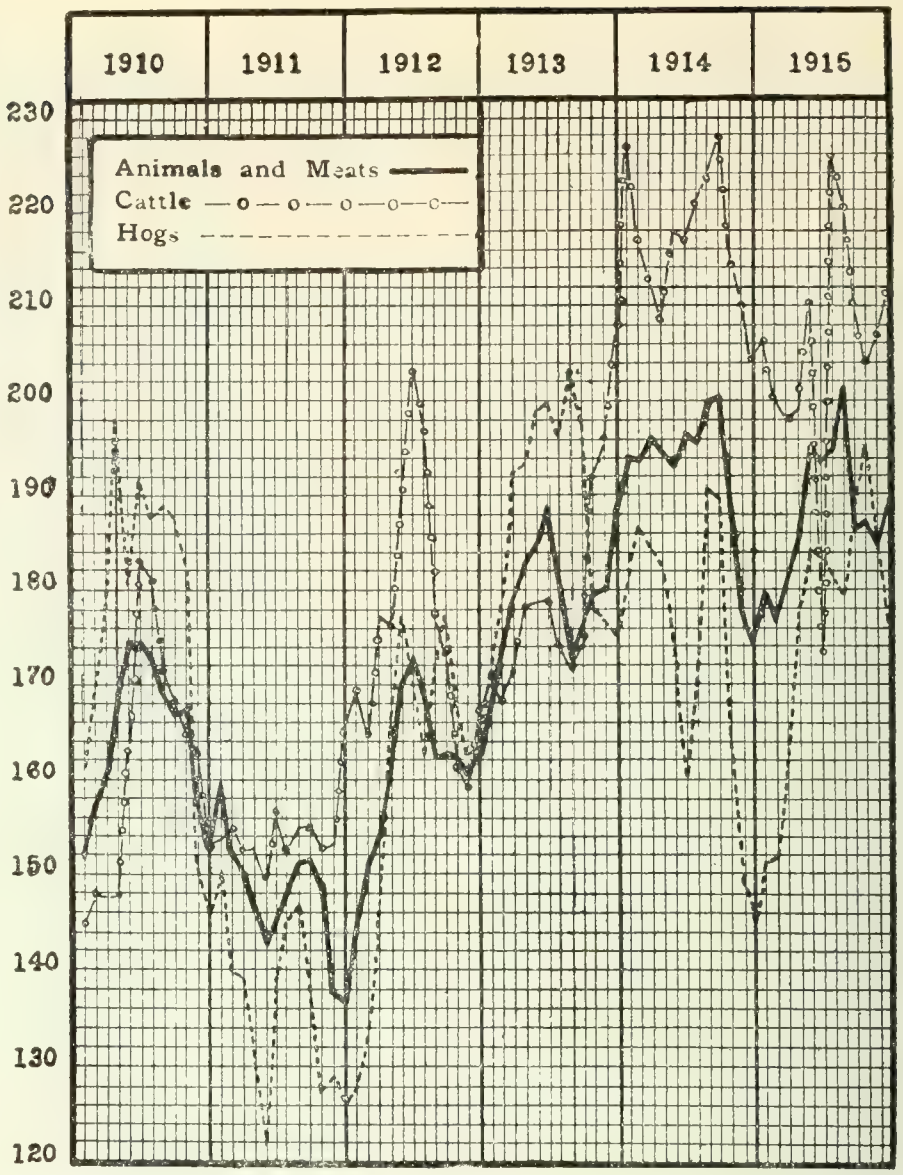
In January of 1915 the index number was 138.9. In July of the same year the prices had risen to 150.2, while in December of last year they were 161.1. For the entire year the average was found to be 148.0. As stated by the department of Labor this figure is probably the highest point in the last century.

Other Countries Have Increased

Canada is not alone in the advancing prices. In England the index number rose to 118.4 by December, 1915,, as compared with 96.4 in January of last year. In July, 1914, the index was 82.4, in 1913 it was 85, in 1896 it was 61, 111 in 1873, 105 in 1864 and 1857, and 117 in 1825.

In the United States at the end of 1915 the index number stood at 137.6, as compared with 124.1 in January of last year, 124.5 in January of 1914, 72.4 in July 1897, 90.1 in 1890, 165.4 in 1870, 312.7 in September 1864, and 121.6 in 1860. "The rise in prices of staples, and of food especially," states the Department of Labor report on commodity prices, "was greatest where conditions were most affected by war. In some cases the usual supplies were unobtainable completely or in part. Again war needs, of the demand from other countries where scarcity prevailed and prices were high, raised price levels even though in some cases exports might be curtailed to some extent. Again in other instances, as in Great Britain and Italy, the cost of ocean freight increased so greatly as to add considerably to prices of goods. Lower prices due to war conditions, as in cotton, were generally soon overcome as the demand for war material extended directly and indirectly to so many lines.

"In Canada many commodities were



Relative prices of animals and meats, cattle and hogs in Canada during the years 1910-15, when compared with the average prices of these commodities between the years 1890-1899. In animals and meats are included butcher cattle, dressed beef, veal, hogs, bacon, hams, pork, lard, sheep, mutton, turkeys.

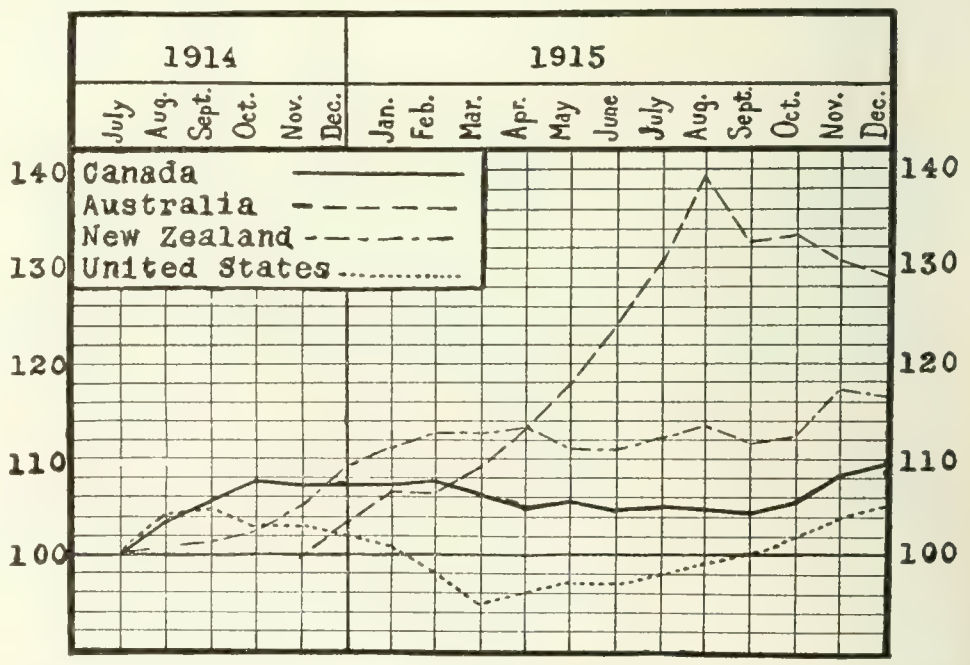


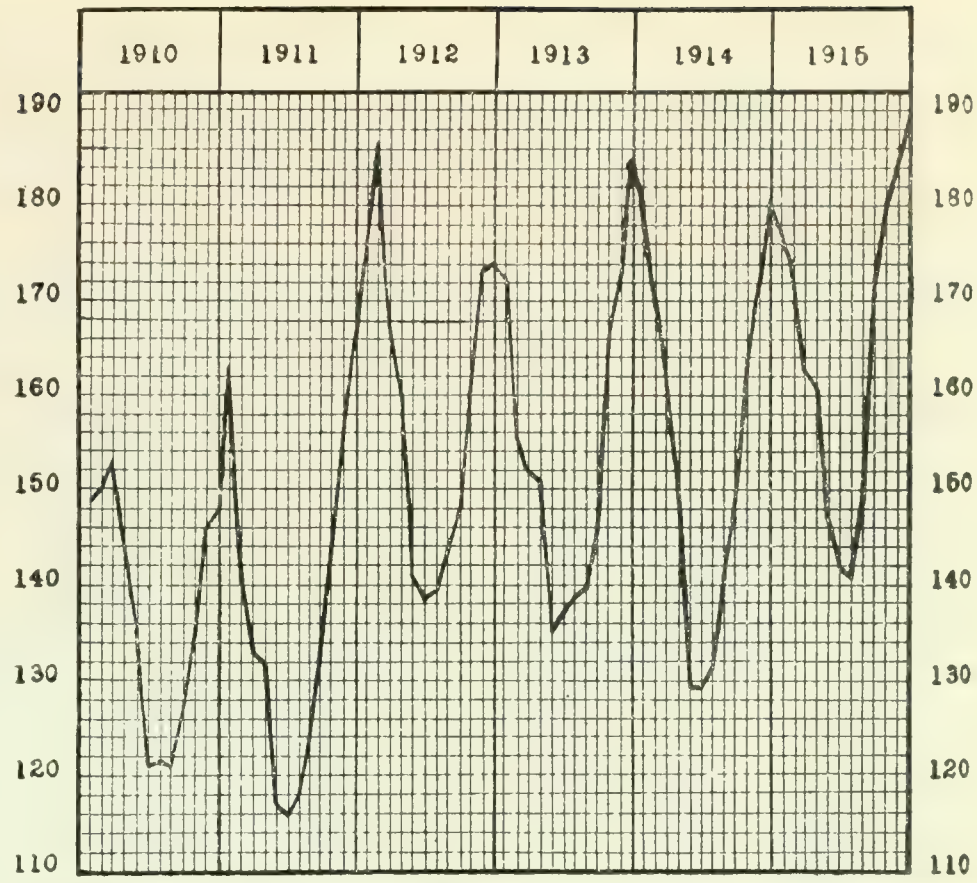
Chart showing the comparative rise in retail prices of foods of all kinds in Canada, Australia, New Zealand, and the United States. Prices in July, 1914, are taken as 100. It will be noted the high peak was reached in Australia, in August, 1915, when they were near 140.

affected by one or even all of these conditions. In the first place many chemicals and dyestuffs from Germany were unobtainable. In the second there was a great export demand for wheat, flour, cheese, meat. In the third, prices of all goods from England and many other countries were affected by higher freight rates.

"The results of the great rises were considerable increases in the cost of living, particularly in the expenditure on foods. In clothing, house furnishings and other articles stocks in the hands of manufacturers and dealers were often sufficient to prevent great rises for some time, even for a year or more, but in food increase were immediately felt. At the beginning of 1915 staple foods were substantially higher than before the war though in many cases somewhat lower than the high levels reached during the few weeks of uncertainty and speculation which followed its outbreak. The cost of a budget of some thirty staple foods in Canada rose from $7.42 in July, 1914, to $8.13 in December, 1914. But part of the increase was due to the difference in seasons as at the beginning of 1914 the budget had cost $7.72, only 40c less than at the end of 1915.

Steady Increase in Living Cost

During the past eight years there has been a steady increase in the living cost of the average family. Most of these commodities are handled by the grocer. As an indication of this tendency in prices the average prices for staple foods as found in sixty different cities throughout Canada show the following prices from the year 1900. The prices here given for the year 1916 are the prevailing prices at the present time. Prices prevailing at the present time might be considered a fair indication of the approximate prices for the year, although in many lines they are higher at the present time:



Relative prices of dairy products in Canada between years 1910-15. Commodities include butter, cheese, milk and eggs.

The prices for 1916, as stated, are those prevailing at the present time and were taken from "CANADIAN GROCER" of the issue of October 13. They are not the average prices for the whole year. Some of the commodities reached even higher figures than those here given and the average when figured out will in those instances be higher. Then too it must be borne in mind that the prices here given for the years other than 1916 are the average for sixty cities. The cost of living is quite generally lower in Eastern cities than in Western cities.

Sugar Prices Very High

The prices of sugar during the past year have afforded most interesting phenomena for the retail grocer. They have been exceptionally high—much higher than in the previous year. In December of last year the price of sugar was $6.76 per hundred. From that time there was a gradual rise in price until May of this year when it reached the high point for the year at $8.26. This figure was maintained until July 29 when it declined to $8.06. On September 7 a decline of 40c was registered which made the price $7.46. A turn in the market occurred when that point was reached and within the past few weeks increases of 10c on October 4 and October 11 have been recorded, making the price at which sugar is selling at the time of writing $7.66 per hundred. There was a disappointing consumption of sugar throughout the North American continent during the berry season. With a fairly good peach and grape crop the consumption has been larger. The Cuban crop of sugar this year has been approximately 500,000 tons greater than in 1915, the final outturn for the 1915-16 crop being given at 3,007,915 tons as compared with 2,592,667 tons for the preceding year.

World Crop Decreases

But in the face of this larger production of cane sugar in Cuba there has been a reduction in the total amount of sugars produced in the world from both beet and cane sugar as compared with the previous year. For the year 1915-16 it is estimated by reliable sources that the sugar crop of the world will amount to 16,575,270 tons, as compared with 18,409,016 in 1914-15 and 18,740,212 in 1913-14. The beet sugar crop in the

	1900	1905	1910	1911	1912	1913	1914	1915	1916
Beef, sirloin steak, 2 lbs.	27.2	30.4	37.6	39.8	41.6	44.4	48.8	47.6	....
Beef, chuck roast, 2 lbs.	19.6	21.6	26.0	27.8	28.0	29.6	33.4	32.8	....
Veal, roast, 1 lb.	10.0	11.3	12.8	14.0	14.4	15.7	17.3	17.5	....
Mutton roast, 1 lb.	11.8	12.2	16.8	18.0	17.8	19.1	20.8	20.9	....
Pork, roast, fresh, 1 lb.	12.2	13.1	18.0	17.8	17.5	19.5	20.2	19.2	....
Pork, salt, mess, 2 lbs.	21.8	25.0	34.4	33.0	33.2	35.2	37.2	35.4	....
Bacon, breakfast, 1 lb.	15.4	17.8	24.5	23.8	22.5	24.7	25.9	25.6	29.0
Lard, pure leaf, 2 lbs.	26.2	28.2	40.6	36.0	35.6	38.4	37.2	35.6	29.5
Eggs, fresh, 1 doz.	25.7	30.0	33.3	32.6	34.3	33.7	34.4	32.7	45.0
Eggs, storage, 1 doz.	20.2	23.4	28.4	27.9	31.2	28.1	32.0	28.6	36.0
Milk, 6 qts.	36.6	39.6	48.0	49.2	49.8	51.6	52.8	52.9	66.6
Butter, dairy, 2 lbs.	44.2	49.4	52.0	53.0	58.4	58.0	57.2	61.6	78.0
Butter, creamery, 1 lb.	25.5	27.7	31.9	31.5	31.7	33.9	33.7	35.2	41.0
Cheese, new, 1 lb.	14.6	15.7	17.5	17.8	19.5	19.1	19.8	21.6	22.5
Bread, plain white, 15 lbs.	55.5	58.5	66.0	64.5	60.0	64.5	64.5	70.7	128.0
Flour, family, 10 lbs.	27.0	28.0	33.0	32.0	34.0	32.0	35.0	39.5	45.0
Rolled oats, 5 lbs.	18.0	19.5	21.0	21.0	22.0	22.0	22.5	25.1	17.5
Rice, good medium, 2 lbs.	10.4	10.6	10.4	10.6	11.0	11.4	12.2	11.9	9.5
Beans, hand-picked, 2 lbs.	8.6	9.4	10.8	10.4	11.6	12.4	12.4	14.5	16.6
Apples, evaporated, 1 lb.	9.9	7.7	11.5	12.8	13.5	12.0	12.8	11.9	10.0
Prunes, medium, 1 lb.	11.5	9.6	9.9	12.2	12.9	11.9	12.6	12.9	13.0
Sugar, granulated, 4 lbs.	21.6	22.0	24.0	24.0	26.0	23.6	25.6	31.4	30.4
Sugar, yellow, 2 lbs.	10.0	9.8	10.8	11.0	12.0	11.0	11.8	14.4	14.2
Tea, black, ¼ lb.	8.2	8.3	8.7	8.9	8.8	8.9	9.4	9.4	8.6
Potatoes, 2 pecks	24.1	28.0	30.3	44.6	46.3	36.0	41.0	33.6	50.0

United States this year is estimated to be somewhere in the neighborhood of 133,499 tons greater than last year. In Canada the beet sugar crop is estimated in the neighborhood of 3,600 tons greater than in 1915. The beet sugar crop in Canada has been constantly increasing in recent years. In the year 1913-14 there were 11,675 tons produced. In the following year, 1914-15, there were 13,979 tons, while this year it is estimated the yield will be 17,641 tons.

Europe Will Grow Less Beets

The beet sugar crop of Europe this year will decrease by fully one-third, according to reliable authorities. This accounts for difference in production of approximately 2,397,162 tons in the sugar production of the world. In 1913-14 the amount of beet sugar produced in Europe amounted to 8,179,013 tons. Last year there were produced 7,583,215 tons, while this year the yield is estimated at 5,186,053 tons. War has devastated the beet fields of Europe and has created a shortage of help to put the necessary crops in and garner them. Germany and Austria were big sources of beet sugar prior to the war. The price rose rapidly on the outbreak of war as supplies from these countries and from Belgium were kept off the English market and the British government was buying in all primary markets of the world. Canadian refiners at that time had considerable stocks of raw sugar on hand and were able to advance the price of refined gradually. The highest price in 1914 was reached in November when it sold at $7.16 per hundred in Toronto. The price then declined and in January was down to $6.41. In March of last year, in sympathy with the raw sugar market an advance took place to $6.91. From this point the price eased off to $6.75 and in October of last year a reduction took place to $6.16. The crops in the 1914-15 season exceeded the estimates at the end of 1914. In December the price rose again to $6.76. The average price of sugar during 1915 was $6.63 as compared with $5.12 in 1914 and $4.60 in 1913. Yellow sugar averaged $6.23 for 1915 as compared with $4.64 in 1914.

Record Year in Dried Fruits

The year 1916 bids fair to be a record year so far as high prices in dried fruits go. Prices had been raised considerably at the end of 1914 by the influence of war and market conditions in the Mediterranean Sea and by the effect on shipments, involving delay, higher freight rates and higher insurance rates. The large yields in California in 1914 had considerably offset this influence in some lines. Other lines, however, were considerably higher. Evaporated apples were cheap in 1914 on account of the large yield in Canada, but advanced later in 1915. As war conditions were extended in the countries adjacent to the Mediterranean Sea the markets were affected more and prices advanced as stocks from such countries became depleted. In 1915, however, the crop in California was fairly good and this helped to keep down prices. Almost every line of dried fruit will reach new high level prices during the present year. Figs are about the only line that will remain at reasonable levels. This line will be about the only 10c. fruit that will be sold this year. Apricots are so high in price that they are not interesting the Canadian buyers. Raisins from California are expected to be high in price, due to reports that rains there have damaged the crop. Prunes have been a fairly good crop and of exceptionally good quality, running mostly to three large sizes. This has made the smaller sizes dearer in price. Dried apples will also be high in price owing to the comparatively small crop of apples in Canada.

Bad Year for Currants

The 1916 crop of currants in Greece has had many enemies to fight against this year and the yield has been seriously affected by their operation. Both the dreaded vine scourges, peronosporos and oidium have attacked the plants, and both the remedies used against them in other years have failed the farmers. Both sulphate of copper and sulphur were greatly in need and although provision had been made by purchases of sulphate in the United States and Italy, the difficulties in shipment held the supplies up in such a way that the evil had already been done when they reached Greece. What few quantities of these chemicals were available in Greece were bought up by more prosperous growers at almost fabulous prices. The poorer and more numerous of the currant producers tried quack substitutes for sulphate of copper and sulphur with the result that the vines were caused more harm than good. Another thing unfavorable to the vine was the extreme heat in June. This deprived the growing grape of the atmospheric conditions necessary to the natural development of the berry. The yield this year is estimated just over 100,000 tons of currants, the smallest since 1900. In 1915 the crop amounted to 125,800 tons, 145,000 tons in 1914 and 161,000 tons in 1913. In 1915 the prices ranged all the way from 35 shillings to 42 shillings per hundred in bags. This year they are quoted all the way from 60 shillings to 67 shillings. These prices will cause the fruit to retail somewhere between 22c. and 25c. per pound in Canada

Nuts Will Be High in Price

There is every prospect of very high prices for nuts of all kinds at this coming Christmas season. In our issue of October 13 we said: "Filbert prices have been steadily advancing. At the present time they are approximately 130 per cent. above normal. The crop in Spain is not short. Heretofore quantities of these nuts came from Turkey and the Levant. This source of supply is now shut off, and the world must depend for its supply on Spain. French walnuts are advancing in price almost daily. There is a shortage of labor in France. Supplies have been sold out for November and December. The earliest that can now be bought is for February shipment. An advance of 5s. was recorded last week. These walnuts will cost laid down about 37c. per pound. That will put the retail figure somewhere around 50c. This is the condition at the present time.

Foreign Beans Now a Factor

Heretofore the condition of the bean crop in Ontario has been of vital interest to the grocer. Foreign beans, however, are coming to be more of a factor in this market and will act as a steadying influence on prices. In our issue of October 6 we had this to say about the bean situation:

"A condition that is new in the bean situation this year is the importation of larger quantities of foreign beans from Manchuria and India. Dealers here have anticipated a large demand this year, and have tapped these sources of supply for the first time. Several large orders in carload lots have been ordered, and will be in the market to relieve the stress on the local bean crop. Reports from the farming districts state that the crop in Ontario will only be fair this year, although threshing has not yet started generally, and it is a little early to state the exact condition. In some sections damage was recently reported by frost. Michigan beans are reported a fairly good crop this year, but they will not be a factor in fixing the Ontario bean price so much as the Manchurian and Rangoon beans that will be brought in. Even though there is a poor crop in Ontario this year, the condition here will not be as important a factor this year as it has been in times past.

Prices of beans are fairly high at the present time, ranging in price from $3.50 for second and third grade beans to $5 per bushel for choice hand-picked beans. During the latter part of 1914 there developed a big demand for beans for army supplies. Grades formerly obtainable from Austria were no longer

(Continued on page 102).

Customer, Clerk and the Closing Hour

An Observant Assistant, and the Art of Having a Grocery Store's Customers at One's Finger Ends—Sales Suggestion Value of Sufficient Sleep—What to do when a Customer "Whines."

IT HAD been raining regular "cats and dogs" off and on all morning. There was a lull in business around noon in the corner grocery. The proprietor had gone to lunch. Four or five assistants were swiftly arranging some small orders for afternoon delivery. One customer came in as the head clerk was considering a new idea for a counter display. Some influence in the welcoming shelter of the store, and the fact that she had had a busy morning herself, induced the customer to sit down for a moment on the chair invitingly placed for her convenience. She knew the head clerk, and evidently liked him to attend to her. He knew her equally well, and liked to serve her. Her order was small. He did not measure out his courteous willingness according to the scale of customers' orders. Observantly noting that the lady was in a mood to welcome with relief the refreshing rest of the inviting seat by the counter, the assistant occupied the moments taken in serving her with a litlte more than absolutely necessary conversation. Occasionally in business that kindlier, more personal, more intimate touch of conversation comes in cheerfully and is welcome to the customer. and profitable to the store.

While serving his customer, the assistant talked of service to customers. While his customer was resting, the assistant talked of rested and refreshed store clerks. He talked of his business, that is he talked 'shop,' but he intersted his customer exceedingly also.

She had expressed a passing interest in the effect of the Thanksgiving Holiday.

"Can you get started again as comfortably after a holdiay as if the week had gone on steadily as usual?" she asked.

"That depends on the sort of holiday it's been," said the assistant. "Some men can. They've had a sensible holiday, gone to bed reasonably early after a day's recreation, a change from routine. Some fellows can't. They've had a wild time, hardly gone to bed at all perhaps, and they get back to work all groggy, regular drum-heads. I don't hold with that kind of a drumhead to serve a customer, but I do think that where a store has a regular reasonably early closing system in force, and a day off in rotation for the help, the proprietor reaps the benefit. The customers get the benefit of better service, and the owner of the store gets the benefit of the better business that that brings."

"Of course if the men are going to drink on their off days they're going to be no good anyway, holiday or no holiday," remarked the customer, "and I shouldn't care to be served by a 'drumhead' as you call him," she added.

"You'd finish your shopping as quickly as you could, and do as little buying as possible," said the assistant. "I know for I've studied the effect on a customer of that kind of man the morning after the night before. I've seen him turn away business, and choke off further orders just because his irritable mood wouldn't let him take the patience to encourage a customer ready and willing to buy.

"But a half rested assistant, even if he doesn't take a drop of liquor is sometimes just as little able to make the most of business opportunities for the store he works in. It's awfully easy to destroy chances of giving more store service to a customer by just slamming down the goods she asks for in front of her and leaving it at that. All right if the customer is in a hurry, but lots of ladies don't come shopping in a hurry. It's part of the pleasure of their day to do a bit of shopping, even if it's only buying the plain ordinary necessities of the household."

The customer at the counter nodded. "That's what my husband says," she remarked, "and sometimes it's quite true."

"Sure! and sometimes it's not quite true, especially if the store service doesn't try to make shopping pleasant for you." It's a real pleasure to a good housekeeper to get a new line of goods that she's going to find useful, and that her folks will like. It's a household triumph for her, but if she's being served by a worn out jaded assistant chances are he'll not take trouble to show her a new line so she'll want to try it. The boss may go to work and hire a special demonstrator if he likes, but believe me a good live clerk interested in his work, and with the feeling that the boss is interested in him is going to sell more goods in a few days at less bother and expense than a demonstrator will, and what's more the clerk will sell a whole lot of lines while the demonstrator is sticking just to one line."

"I'm not keen on being caught by a demonstrator," said the customer. "Lot's of women like to try what they don't want to buy."

"I've seen that, and I've seen the other sort of salesman too, I've studied this end of the business for a dozen years, and I'm interested in my own work, and in seeing how the fellow next me makes good. You know it isn't every clerk that can serve every customer. Some of us in this store can serve some customers better than others. I know I can serve some ladies and get a good order, and other customers I don't succeed so well with. But the next man can do better with the customer I don't do so well with. I try however, to study my customers so as to serve them the way they like. I like to have the store's customers at my fingers' ends as it were."

The clerk instinctively held out his hand and glanced at the fingers, clean, strong-looking digits they were, and efficient looking.

"I can generally tell when the customer is coming in at the door, whether she is going to give an order or whether she has come in to 'whine' as I call it. And if you know how to treat a customer you can turn even a mood of complaint into a mood to give a good order. It all comes of knowing your customers, and having them and their little ways at your fingers' ends. There's some customers who like the boss to serve them himself, and won't do business with a clerk except they have to. Some-

(Continued on p. 81.)

Balancing Books at End of Each Day

Simple Method in Use by F. Millman, of Woodstock, Ensures Accurate Handling of Sales Slips, Money Paid Out, Bank Deposits, Etc.—Record of Each Clerk's Sales —Keeping Up With Balances on Monthly or Quarterly Account.

WOODSTOCK, Ont.—THE CANADIAN GROCER shook hands with Mr. Millman, and did not find him worrying over meeting the next wholesaler's draft that would be due.

"No," he replied, in answer to C. G.'s question; "I don't keep any record of when my accounts fall due. I O.K. them and the bank does the rest."

Years of prosperity have made it unnecessary for this Woodstock merchant to bother over this detail in bookkeeping that becomes a very necessary obligation on many other merchants if they would keep their credit strong with the men who supply them with the goods that pass daily over their counters.

We passed on to the bookkeeper. In this store every purchase is marked on a sales slip and the money sent to the office on carriers.

She had one, Mrs. Arthur Sullivan, 1 lb. tea, 40c; 1 dozen bananas, 20c; 1 tin salmon, 25c,—85c the total.

Every Sales Slip Stamped

Cash was with it, so she picked up a rubber stamp and marked it thus:—

PAID
Sept. 18, 1916.
F. MILLMAN
Woodstock.

Then she put the slip on a file reserved for clerk No. 3.

Another sales slip came over the wire for a Mrs. Edward Rawlins; no money this time. It was a "charge" transaction. In a lull she opened her loose-leaf ledger, looked up Mrs. Rawlins' page and entered the items on the account as it stood. Under it lay a sheet of carbon paper and the new entries were reproduced at the same time on a duplicate account, for the store itself, and everything in Mrs. Rawlin's account was up to date.

This done she picked up another rubber stamp and marked the sales slip thus:—

ENTERED
Sept. 18, 1916.
F. MILLMAN.

Lastly, it was placed on a file reserved for clerk No. 3.

Recording Each Sales Slip

Now, what further use is made of these slips? Some stores prefer to have a separate file for "charge" and another for "cash" sales, without caring what clerk it was. They add up all the "charge" and all the "paid" slips and then divide them again among the several clerks, 1, 2, 3, 4, etc., or A, B, C, D, etc., and then total up each individual's sales. Others prefer to carry out both transactions on the cash register, getting the totals automatically at the close of the day.

In the Woodstock store each clerk has a separate file and each sales slip is entered on a record for each clerk; for instance, in the case of clerk No. 2, he would begin his day of Sept. 18, say, with check or slip No. 13, and have used up No. 24 by the end of the day. The amount opposite each is entered on a page for this purpose, so as to make sure that every slip was turned in to the office. So with clerk No. 3, No. 4. and so on. Perhaps clerk No. 4 began his day with sales slip No. 64, going on for 13, to No. 76. The "cash" and "charge," or "entered" amounts would be marked down in adjoining columns. This work is done from time to time during the days, so that at six o'clock, perhaps only half a dozen are on hand to enter up to complete the day's totals. See Form No. 1.

Then, in the opposite, or the same page, a summary is made, as shown, giving the total sales for each clerk, in "Paid" and "Entered" columns. Underneath, in red ink, would oppear the corresponding total for the same day of last year, for purposes of comparison. See Form No. 2.

Where a customer comes in to pay an account, this is entered on a sales slip, for record, as well as receipted on her account, and the totaling of these slips gives the office at the end of the day a figure for paid on account, say, $284.49.

Petty Cash Payments

A record is kept of what some call "petty cash payments," that is, amounts paid out from the till during the day, such as to farmers for eggs, butter, apples, etc.; and for freight, express and other items. These are recorded—for balancing purposes—on what might be called a "Paid-out-from-Till" slip, as follows:—

Butter.
Eggs.
Freight.
Butter.
Express.
Eggs.

At the end of the day this figures in the balancing.

Balancing Up at End of Day

This cash balance is made up of what may be called, A—Theoretical items; B —Actual cash.

Under "A" is an item, "In till," meaning what you have to start with in the morning. Then there is the total of the cash sales slips, and a third item, amount paid on account, $284.49. We will say the whole equals $600.23.

The Actual Results

Now, for actual results. There is the amount on hand in bills and cheques, say $177.22. Then there is the "loose change," tabulated under the heading, Silver, say, $61.30; there is the amount Paid Out from the till during the day, say $18.01, and a fourth, deposited in bank, $343.50.

The total of the three amounts in "A" should balance with the total of the four in "B"—a very satisfactory

Balancing Up Cash at End of Day

A		B	
Paid on account	$284.49	Cash on hand, cheques, bills	$177.22
In till (in morning)	57.91	Deposit made in bank	343.50
Cash sales	257.83	Silver in till (end of day)	61.30
		Paid out (from till)	18.21
Total	$600.23	Total (actual cash)	$600.23

(According to slips)

FORM NO. 3

ending for the day—to the proprietor, as well as the bookkeeper.

Very Little Time Required at End

Nor need it be taken for granted that this summary requires a lot of time after the close of the selling. It needs only a few minutes, as nearly every item is ready right after the last slip comes into the office. Some merchants have the cashier run it over the first thing next morning instead of the same day.

Quarterly or Monthly Accounts

Another "form" is shown here, the quarterly account. This shows the individual items that were entered on each sales slip from July 2 to Sept. 30, making a total of $175.84. In case the previous quarter's account has not been paid, or there is a balance still owing, this is entered at the bottom of the account, as shown in the reproduction, say, "To account rendered, June 30, $86.73," and this added to the total for the quarter ending Sept. 30.

Where, as in the case of most businesses, accounts are rendered monthly, the balance due on the preceding month's statement would be added.

If no notice is taken of this bill, and it is allowed to run on another quarter, there would be added to the detailed statement ending with Dec. 31, an item, "Sept. 30, To Account Rendered, $262.57," and this would appear on the carbon copy as well, giving a complete record for the merchant of each account to date.

FORM NO. 4

Keeping an account up-to-date.

Mrs. James Milner,
40 Woodlawn Ave.,

In a/c with F. Millman

July 2—1 lb. tea 40c., 1 doz ban. 20c., 1 tin salmon 25c.....	$ .85
July 3—.....	...
.....	...
Aug. 6—.....	...
.....	...
Sept. —.....	...
Sept. 30—.....	1.68
Total	$175.84
Sept. 30—To account renderd June 30.....	86.73
	$262.57

CUSTOMER CLERK AND THE CLOSING HOUR

(Continued from page 79.)

times a clever clerk can turn that kind of customer right round the other way, and save the boss's time. But as I've said a tired clerk can't do anything but just dump out the goods he's asked for, and maybe make a mistake and lose business even at that. That's why I'm so keen on seeing an early closing day once a week for grocery stores, or a plan to give the clerks a day off in rotation. I figure the boss would be better off as a result of it. I'm sure the clerks would give him better service, and you know a boss never gets just what he pays for from a clerk. He either gets dull routine service which isn't what he really wants, or he gets service with goodwill that gives far more value than wages can buy. That sort of service comes from keen well refreshed clerks."

The rain shower had blown over. The customer had secured her order, a small one but carefully served, and neatly wrapped. She was going out of the store smiling.

"How do you handle a customer who 'whines'?" asked CANADIAN GROCER who had happened along just as the conversation had begun.

"This store always tries to get the customer round to satisfaction again, replacing the goods or returning the money," said the assistant. "Some stores do differently."

That some stores do entirely the opposite CANADIAN GROCER discovered when interviewing a leading grocer in quite another part of the same city.

FORM NO. 1

Daily Record of Sales. Individual Checks

Sept. 18

Clerk No. 1			Clerk No. 2		
Slip No.	Cash.	Entd.	Slip No.	Cash.	Entd.
13	.....	.....	64	.....	.....
14	.....	.....	65	.....	.....
15	.....	.....	66	.....	.....
16	.....	.....	67	.....	.....
17	.....	.....	68	.....	.....
18	.....	.....	69	.....	.....
19	.....	.....	70	.....	.....
20	.....	.....	71	.....	.....
21	.....	.....	72	.....	.....
22	.....	.....	73	.....	.....
23	.....	.....	74	.....	.....
24	.....	.....	75	.....	.....

FORM NO. 2

Similar records are made for monthly sales, and those for a year.

Daily Record of Sales—Summary

Sept. 18

Clerk No.	Paid	Entered
1	$34.67	$27.80
2	.....	.....
3	.....	.....
4	.....	.....
5	.....	.....
6	.....	.....
7	.....	.....
Total	$186.42	$110.95
(In red ink) Oct. 17, 1915	$154.36	$111.40

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—
Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

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New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, OCTOBER 27, 1916** **No. 43**

THE ANNUAL FALL NUMBER

THE issue herewith presented is the result of several months of very earnest effort on the part of the editorial staff of the CANADIAN GROCER. The purpose held before us in gathering the material that goes into the making of this large number was to present the very most practical suggestions that could be secured. The material was secured on trips paid to successful merchants in various parts of the country. Idle speculation, theorizing, and the form of preaching so often found in articles addressed to business men, have been carefully eliminated to make room for Ideas.

The annual fall numbers of CANADIAN GROCER have been a regular feature now for some years and each year it has been possible to climb a few rungs further up on the ladder of Editorial Service. This is due to the fact that with each succeeding year our facilities for securing the best material are improving. Each year also the *ideal* of the editorial staff is raised higher.

The editors feel that they can very conscientiously recommend this number to the earnest attention of all readers. Special attention should be paid to the articles which contain selling suggestions that have proven successful and also to the window display, card-writing and advertising suggestions. There are, in addition, several articles which give special information with reference to buying and prices; and again some which give practical pointers on certain lines.

THE BUSINESS OUTLOOK

WITH a national campaign under way to promote thrift, with the heads of the nation literally beseeching the people to save, with serious discussions in the press on ways and means of increasing production and wealth, an outsider might well imagine Canada to be in the grip of a financial crisis.

And, on the contrary, the people of Canada have more money now than since the years when the boom reached its height; some classes have more to spend than ever in history. Business is good; factories are working as full as shortages of help and raw material allow; money is easy and collections good. Why then are our leaders in Government and industry uniting in an urgent chorus of "Work! Save! Lay by!"

In the first place, the thirft campaign aims at driving into people's heads a more serious realization of war conditions. The war is going to be won by preponderance of resources—preponderance of men, munitions and money. Every dollar saved by the Canadian mechanic will help in winning the war. Every article turned out in Canadian factories is so much added to our production of wealth. One prominent Canadian—so prominent, in fact, that his name cannot be quoted—would like to see every man who cannot go to the front, working evenings and holidays at some form of industrial labor—*helping to produce more wealth.* He would hale the business man from his desk, the merchant from his store—after hours, mind you—put them into overalls and turn them for several extra hours into industrial-producing units.

And the second reason for the Thrift Propaganda, is the feeling that after the war Canada will face a period of serious strain. It is idle to endeavor to predict what will happen after peace is declared, but it is more than foolhardy to refuse to recognize that there is at the least a very grave danger that conditions for a time will be very bad. If the bark of business weathers the storm and comes through it with colors

flying and rigging intact, it will be because adequate preparations were made. The more we can save now, the easier it will be to ride out the gale.

Evidence of a sober undertone to national sentiment is seen in the growing totals of bank deposits. Figures show that among business men and householders there is an earnest determination to reduce mortgage indebtedness. Paper is being redeemed satisfactorily and back taxes are being paid up. Altogether Canada is setting her house in order and using the increased earnings of the present "flush" days to square off the deficits of boom time indiscretions. If the present prosperous condition continues —and there is the surety of continuance for some time no matter what happens across the water—the financial situation generally will be gradually placed on a remarkably sound basis. From wholesalers and manufacturers come statements of the liquidation of accounts that have long been slow and heavy. The West is squaring off its indebtedness with vigor and resiliency. The ship-building boom on the Pacific Coast is helping to lift the gloom that settled down so thick on British Columbia when the war broke out.

RECORDS IN HIGH PRICES

ALTHOUGH the averages for the various commodities cannot yet be obtained for the year 1916 there is every indication that the present year will constitute one of new high records. The year 1915 saw prices average higher than for a number of years previous. Grocery articles have steadily climbed upward in the majority of instances during the year. There have been some fluctuations, as in the case of sugar. But the tendency has been quite generally upward. Flour is high at the presnt time and gives indications of reaching record levels. Provisions of all kinds eclipse the prices of last year. Dried fruits have never been at such high levels.

The cost of living has been steadily upward during the year. Most grocers have been reminded of this fact many times from the "kicks" they have had to meet and the high prices they have had to explain away. They are between two millstones: the wholesaler on one side and the consumer on the other.

There has been some gratification to the grocer during the year in that there is plenty of money in the country and accounts have been paid quite generally. Conditions as they have existed during the year in comparison with years immediately preceding make interesting reading. Grocers will be interested in the article elsewhere dealing with comparative commodity prices.

MAINTAIN TEA QUALITY

WITH the development of the prohibition movement in Canada there is bound to be greater consumption of tea. Whether the retail dealer will get his share of this extra business will depend upon the methods employed in the buying and selling of his tea.

As every grocer knows there is a large amount of tea business going to the tea pedlar. This may not be true in every district, but is true in a great many. As the pedlar develops his house to house business, the grocer loses. What then must the retailer do, not only to retain his present trade, but to increase it, now that the opportunity has come in the prohibition movement?

There is just one fundamental principle to bear in mind in the buying and selling of tea. If the quality and flavor of the tea the retailer sells over his counter varies from week to week, or month to month, he has a poor chance of satisfying customers. The head of a household, who once buys a tea which satisfies her, wants to be in a position to purchase that same quality and same flavor at her grocery store whenever in need of it. If she is not able to do this, she naturally is open to discuss the tea question with every pedlar who comes to the door. Of course women do not buy the same tea always, but when they do change, and become satisfied with another blend and flavor they want to be able to purchase that blend and flavor as long as they desire.

Therein lies the whole secret of the retailer developing his tea business. Let him buy tea that he can duplicate at any time. Then if he finds that it satisfies the majority of his customers, he is in a position to retain their trade and develop trade with others.

EDITORIAL BRIEFS

JUST 59 days to Christmas. Make them all busy ones.

* * *

CHRISTMAS trade this year promises to break all records.

* * *

PAPER has seen the most spectacular jumps in price of all commodities.

* * *

HERE we are again—the annual fall number—Bigger and Better than ever.

* * *

OH, WELL, if food keeps going up, people will simply have to get along with fewer autos.

* * *

WHY not expunge the word *salesmanship* and put in its place the more comprehensive word *Service*.

* * *

THE *Wall Street Journal* suggests that the scarcity of milk be used as an excuse for an advance in the price of cocoanuts.

* * *

NOW that the saloons are being closed throughout most provinces, the only kind of "tanks" we'll have will be those at the front.

Cold Weather Sales Methods

Plans for the Winter Campaign

RETAILING now enters upon a new phase. Preserving and pickling season has gone, the last dollar's worth of summer business has been done and now the grocer enters briskly upon what is decidedly one of the busiest seasons of the year—the cold weather merchandising period. Colder weather ushers in heavier baking and, for that matter, heavier eating; so that the housewife needs supplies in larger quantities.

A big item in the cold weather campaign is always canned goods. With the supply of fresh vegetables dwindling down to the hardy carrot, the constant cabbage and the tangy turnip, the housewife turns to canned goods. This applies not only to canned vegetables, but to all goods that come in cans, even to pork and beans. The latter commodity, by the way, is a real early-winter leader. Nothing makes a better supper dish on a snappy cold evening than a smoking platter of the combination that made Boston famous. Furthermore, no dish can be prepared at less trouble. So here's a suggestion—a pork and beans window.

Owing to the very serious shortages in the vegetable crops this year, the prospect is all for higher prices in canned goods. This will not interfere with the demand, however. It, in fact, will probably have a stimulating effect. The public puts a higher value on a high-priced food. There's a more unappeasable hankering in the average person's mind for the lordly porterhouse than there was when it could be bought for 16 cents a pound; and it will be the same with the canned variety of food.

The extra baking done leads also to a brisk demand for lard, shortening, baking powder, flour and so on all the way along the line. Starting with the present this is a good time to bring to the fore all the specialties and materials to assist the housewife in her cooking.

Also the cold weather season means a heavy demand for fruits of all sorts. With the cutting off of domestic fruits, the demand for oranges, bananas, pineapples, grapefruit, imported grapes grows accordingly. On top of this comes a rapidly developing demand for dried fruits—peaches, apricots, prunes, etc. In this connection it might be noted that the real importance of the fruit department is not always fully appreciated by the grocer. He does not study the fruit question as closely as he might. The grocer who keeps a good stock of fruit—clean, inviting, luscious looking stock—finds it one of the strongest magnets in drawing trade. It enables him to build up a reputation for **quality** more readily perhaps than any other single line. But how many grocers know enough of fruit problems to keep their stocks in this inviting order? In recognition of the importance of fruit, CANADIAN GROCER is arranging a series of articles which will give the line of information about fruit that the retailer requires.

Cold weather means a decided pick-up in the demand for tea, coffee, cocoa, meat extracts, etc. The need for warmth brings a demand for drinks. The disappearance of summer's green stuffs causes a stronger reversion in favor of pickles, meat sauces, catsups, etc. In warm weather the dessert problem very often simmers down to ice cream or some light confection. In winter, however, the "Men folks" in the household look for more sustaining nourishment and the dessert problem becomes a real one in the mind of the housewife. Hence a demand for jelly powders, gelatines, etc., which enable her to create a variety in the procession of pies and puddings.

And finally it must be borne in mind that the Christmas trade is looming up and that the demand has already started for spices, nuts, currants, raisins, peel, cranberries, fancy biscuits—all these items mean the approach of Yuletide. It should be remembered that the season immediately preceding Christmas is the biggest buying season of the year and that NOW is the time to get started on the campaign to bring a bigger share of this buying orgy YOUR way.

The following articles deal largely with the problems of cold weather merchandising, dealing for the most part with individual lines. They can be read with interest as they are based in every instance on actual occurrences in successful stores. It has been the aim of the editors in selecting this material to discard theory and get down to the bed rock of facts and practical suggestion.

Handling Fruit During the Winter

Practical Hints on Methods of Keeping Fruit During Cold Weather — Points to be Borne in Mind in Buying and Handling Fruit—The Various Grades of "Green Fruit."

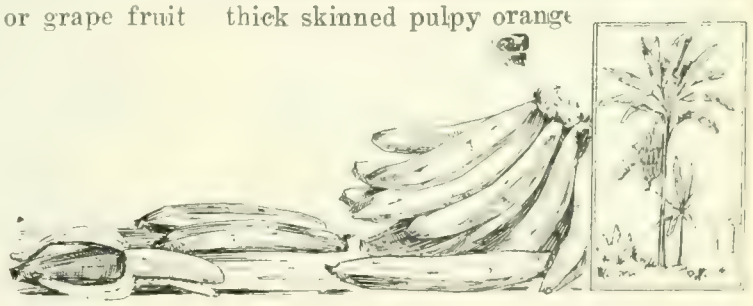
FROM the standpoint of gross profits, there is no line handled by the grocery trade that will show the same satisfactory margin as that technically known as green fruit.

This would seem on the face of it a very rosy state of affairs, but it is a lamentable fact that in many instances this gross profit never advances far enough to become a net profit, and often dissipates itself in the unhallowed precincts of the garbage tin.

There is no line that gives so fair a profit under judicious handling, and none that reacts so quickly under unwise buying and handling. Unfortunately probably in no other line is there such haphazard buying as in fruit. There are outstanding examples to the contrary, and these men are usually wont to lay special emphasis on the fruit line, for the very reason that they know it well enough to expect an assured return. But how many merchants buy fruit well? You buy canned goods, dried fruits, and the hundred and one lines of the grocer's repertoire under established brands. These very brands being a protection, a new line you look at askance. Yet, when a grocer buys oranges, he buys them as oranges, nothing more. Yet oranges are grown in almost every part of the tropical and sub-tropical world, and each has it own characteristic, more or less distinctly marked—nor is that all. Take California, our greatest orange-producing district. Oranges come from over a stretch of six hundred miles north and south, one end close to the tropics, the other climbing up into the more temperate mountain country of Northern California. It stands to reason that there should be differences in quality and kind in a country of such diversified nature. Yet we group them all together as oranges. There are certain established brands or packs of oranges coming from the better producing section of this immense orange country, that are as much a guarantee of satisfaction as the most hard and fast written guarantee could possibly be. It would be impossible to name them all. They are on all markets and any grocer can find them for himself.

What is the difference between a good orange and a bad? Anyone can tell from the inside, but the trick is to find out from the outside. The simplest test of quality in either oranges or grape fruit is the matter of weight. Try weighing a few of the cases of oranges that are delivered at your store by the wholesaler. A case of oranges weighing 90-95 pounds will stand head and shoulders above one that weighs only 70-80 pounds. It is juice that makes the orange what it is. When a customer buys oranges he don't want to buy pulp and skin—and juice is the factor that determines the weight.

Many people judge oranges by their color, but this has only a minor influence on their quality. Even a green tinge in an orange need not mean that it is not ripe. Unlike other fruit, oranges left on the tree too long will go through all the process of coloring up, to their natural golden color, and then shade over again into green. Yet this orange with a green tinge may be thoroughly ripened and full flavored. No, color is not a test, but skin texture is. A smooth, delicate skin with a silky feeling to the touch, with the markings of the outer skin not too sharply defined, is a pretty sure criterion of quality, while a heavy rough outside texture is an almost certain indication of a thick skinned pulpy orange.



To many people the California navel orange represents the whole orange field. Certainly its popularity has not been greatly effected by any of its later rivals. In appearance and convenience it stands supreme. Yet there are experienced fruit men who claim that California fruit growers have paid too dearly for the perfection of shape and color and the great quality of seedlessness. They contend that its intensive cultivation has robbed it of a certain tang and flavor that is present in the less extensively cultivated varieties.

The greatest rival of the California orange hails from Florida. Rougher in exterior, a little darker orange in hue, a little less reliable as a keeper, the Florida orange is championed by many and by all Floridans—as the best flavored orange on any market.

Like California, there is good and bad orange land in Florida, and it is all growing oranges; hence it is wise to be particular where your oranges come from. Along the Indian River—which is in reality a little strip of enclosed sea running almost the full length of the Eastern Florida coast—are some of the best orange groves, and on the other coast, the Lake Thonotosassa, Arcadia, Winter Haven, and clear water sections, to mention a few, all produce fruit of a superior grade. The buyer may not know what section of Florida grows good oranges, but the packer does. If he is packing in a good section, he will feature it on his package.

As a rule navel oranges will range highest in price, Floridas a trifle less, while Jamaicas can usually be bought at a considerably lower figure. The Jamaica is the poor relation of the orange field. Its lemon yellow, often somewhat soiled skin, looks very shabby even besides its Florida relation. In its early season it is often sour, almost bitter, but in the height of its season it need take its hat off to no one. Around November you may buy Jamaica oranges often at a ridiculously low price, that are the equal of anything grown in juiciness and flavor.

Around the holiday season there are importations of Valencia oranges from Spain in 420 and 714 oranges to the box.

Judging Grapefruit

In judging grapefruit, the weight test is also the best means of judging quality. The texture of the skin here, too, is a good test. Appearance is not always a safe guide, though appearance of grapefruit is one of the prime selling factors. Florida and Cuban grapefruit is washed, brushed and dried in the sorting machines. This brightens it up wonderfully and gives it an advantage over the Cuban and Porto Rican product that, owing to its long trip through tropical weather, cannot stand the subjection to this rather strenuous treatment.

California grapefruit, despite its fancy appearance, is mainly of inferior quality. It is pretty generally admitted that Florida grapefruit surpasses others in quality; it is at its best in the 64, 54, and 46 sizes, whereas the Jamaican is at its best in 80-64 sizes, and shows a tendency in its larger sizes to roughen and coarsen. This is merely a reversion to its original type: a large heavy, pulpy fruit, oddly shaped and practically valueless, that is known as shaddock.

The California lemon is another example of a fair exterior, not necessarily hiding the deepest character.

They are unquestionably the finest lemons, both in general appearance and pack, offered on any market. They are a comparatively new development in the Eastern trade. It is only in the last few years that any effort has been made to force them farther East than the Mississippi Valley. Despite its late arrival, however, it has come to stay. Its almost seedless character assures that. Against this, it may be said that it has not the keeping quality nor the high acidity of the Messina or Palermo lemon. As a garnishing it stands high, but for general cooking purposes it is far behind its less favored brother of the Italian hills.

And the Banana

The banana has been known as the poor man's fruit. It is probably the most universally used of any fruit. What is known as the Port Limon is the aristocrat of the banana world; it comes from Central America. Standing ten hands or higher, the height of a good-sized man, bright in color, with large heavy regular-shaped fruit; it brings a premium in any market, and is worth it. The Jamaica and Santa Morto bananas come next in favor. They usually grade about nine hands for the best. With the Santa Morta especially the bunches hardly convey the amount of fruit a casual glance would suggest. The hands are distributed more loosely along the stalk, the long thin nature of the fruit itself concealing this fact.

To Avoid Winter Losses

So much for few words about the fruit itself. With the winter months drawing near—the danger period for all fruit—there are a few precautionary measures that might be suggested. Take bananas, for instance. One of the commonest causes of loss in winter is frost, and there is no invalid more susceptible to chill than the banana. It arrives green at the warehouses of the wholesaler and there is put under forced heat. As a rule it is carefully handled from there; but when it arrives at the store it is usually hung in the window or nearby. Often the door opens almost beside it. Before the merchant knows it, that attractive bunch of bananas may be black as his boots, a total loss, the result of careless handling. Even a cold store at night may destroy perfectly good fruit; yet a moment spent in wrapping something about the bunch before closing for the night would assure protection.

Bananas are the most sensitive of these fruits to cold, but oranges and grapefruit require care also. A cold store will not injure them. There is one mistake, however, that is often noticeable—an attractive window dressing of fruit outlined in oranges or grapefruit. Probably two or three dozen of these will be directly touching the glass of the window. As sure as there is a heavy frost these oranges when they touch the glass will be frozen. They may not show the marks, or they may have smooth patches on the skin pitted with small marks like pin pricks. They may look all right, but they will be bitter to the taste, for frost drives the protective oils of the skin into the fruit proper and spoils it for any useful purpose.

Then there is the common practice of removing the wrappers from packed fruit. The fruit looks better unwrapped, it is true, but it must be handled when so treated much more rapidly. The tissue wrapper is not only to protect the fruit in packing, but to shield it from the air, that works more or less swift destruction to all picked fruit. The air will dry the oil out of the skin, leaving it dry and hard and unsaleable. From the standpoint of profit, then, the grocer who handles fruit should handle it with an intelligent understanding. It is an interesting subject, and will repay the interest you take in it in dollars and cents, and rightly handled should show a net profit of 25 per cent. on your investment. Can you think of any other line of naturally quick selling goods that will give you such a handsome return for a little interest?

Retail Grocery Salesmanship by 'Phone

The Projection of Personality and Store Service from Counter to Customer's Residence in Fair Weather or Foul by Telephone Brings Bigger Business to the Corner Grocery in Residential Districts.

STEADILY superseding the older system of sending a boy round to take orders for the day, the telephone has come to be one of the main avenues of business in retail grocery trade in residential districts of our great Canadian cities. This fact brings the retail grocer, whose business is located in a residential district, right into direct competition even as regards personal method, with the big department stores featuring groceries and provisions. But giant store competition notwithstanding, the residential district retail grocer can make his telephone business a recognized shopping method for the ladies of his district, and can upbuild for his store a reputation for telephonic efficiency that means coin for his cash register.

Willingness to oblige, one of the great reputation builders in the retail grocery business, can be conveyed almost as well over a mile or so of wire as it can be conveyed from clerk to customer across the counter. Grocery store proprietors in growing residential districts are getting careful in their instructions to clerks as regards telephone business. Not merely politeness over the telephone, not just clear speaking and correct information for the customer at a distance are necessary. Personality—that indefinable touch of active will to serve and to assist the customer which glows out in all good store service—must be carried across the wire as well.

"Remember that your customer is at a disadvantage as compared with the customer at the counter, when she uses the telephone," says the proprietor of the store in effect to his clerks. "She cannot see the goods. You know you can increase orders across the counter by showing goods to the customer. Try to do some display work by telephone, too. With your mind's eye on the stock, on the new goods in line with the customer's evident train of thought for her telephone shopping, mention these with a word or so of recommendation when the opportunity arises. Don't merely take an order. Do a little giving of store service, too, by telephone. You've got to give in this world if you want to get, and this store's out to get telephone business."

Ten telephone instruments take the orders of Messrs. Dionne & Dionne, the big retail grocery and provision firm out St. Catherine's Street West, in Westmount, Montreal. They are busy 'phones every morning from nine to noon, and

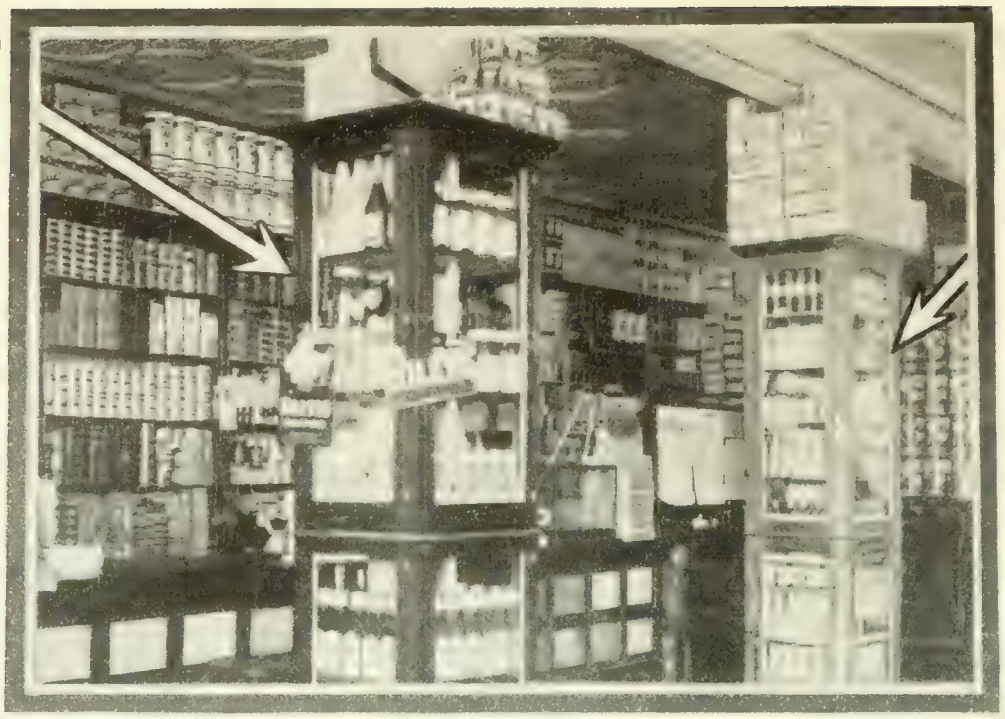
not any too quiet throughout the rest of the day either. Through these shining instruments the residents of a wide residential district, embracing Westmount, Notre Dame de Grace, and Montreal West, come right into Dionne & Dionne's without leaving the comfort of their own homes. Skilled store clerks render over the wire the same store service that their firm succeeds in giving liberally across the counters. The far distant customers can almost see the range of the goods offering each morning. By getting the element of personal acquaintance between store clerk and shopper developed, it becomes possible for a customer speaking over the 'phone to a clerk, whose voice she knows, and who is acquainted with her likes and dislikes, to convey her exact desires as regards the order given. After that it depends on the efficiency of the clerk, the thoroughness and quality giving character of the store, and the speed and certainty of the store's delivery system to make the telephone shopping plan as nearly perfect as is humanly possible. The development of Dionne & Dionne's telephonic business is proof of surpassing success along these lines.

The increasing range of telephonic business in the retail grocery trade in residential districts of cities of Canada makes it possible for a store which does not pretend to remarkable display still fully as big a business-getter as the store which goes in for elaborate equipment. Excellent lines of goods undisplayed in the store, and the appearance of which in the original packing case is perhaps not as prepossessing as if they were displayed in window or on counter, may still be recommended by telephone in manner to make new friends over the wire, and produce repeat orders as their quality becomes known. Two telephone lines into a retail grocery store are as good as a whole counter display if tactfully and skilfully used when in touch with the customer. From two to four telephones are required to build up big 'phone order business. One 'phone is often an irritation to customers trying to get the store and finding the line often "busy." One telephone means convenience to the store itself. Two or more telephones mean convenience to the store's customers.

E. J. Quinn, whose retail grocery business in Westmount, Montreal, is one of the best known, with the most perfect developments of the personal quality in store service in his district, uses four telephones. From them radiate the qualities of geniality, efficiency, and willingness to oblige, which, with a proper independence, characterizes the store as a whole, conveyed from proprietor down to delivery driver.

In conjunction with this efficient telephonic service, Mr. Quinn has his own very thorough system of C.O.D. delivery, by which the driver brings back either the cash or a signed receipt for the goods from the customer when a charge account is run. Care in regard to detail ensures for Mr. Quinn's store immunity from complaints. Seldom does a charge account go in arrears, and never beyond the power of a polite personal letter to collect. This is partly due to the confidence reposed in delivery drivers, who feel themselves responsible for the accounts entrusted to them, and partly due to the customers' feeling of confidence in, and reliance upon, the store, and the desire to render return for good store service by prompt payments. Many a charge account that comes tardily to the cash register stage of development does so because of some aggrieved attitude in the customer's mind as regards services rendered by the store rendering the account. As either a C.O.D. system or charge account system is inseparable from salesmanship by telephone in residential district grocery stores, the importance of store service in every direction is easily seen and cannot be overemphasized.

Special Display Methods Create Sales



The accompanying illustration shows an interior view of the store of the Alberta Grocery and demonstrates the good use that can be made of pillars for display purposes.

THE business of the Alberta Grocery, situated on the corner of 19th avenue and 9th street east, Calgary, has during the brief four years of its existence, grown literally by leaps and bounds. The founder of this progressive store ascribes the success to three causes: 1st, careful buying; 2nd, prompt service; 3rd, strict personal attention to business.

With reference to the first point, there is little to be added, except that the founder, A. Schnitka, follows the markets very closely and bases his buying on keen observation of demand.

With reference to the second point, it might be stated that he aims to give not only prompt service, but a very adequate service in every sense of the word. And the word **service** in this store means more than the mere serving of customers and the delivery of goods. Mr. Schnitka believes that it is the part of a store's service to have a well-assorted stock and carry lines which will appeal to customers. Butter and eggs are always bought daily to ensure freshness. It is endeavored to display the goods both within the store and in the window to the very best advantage also; and this is counted part of the store service. So thoroughly does he believe in utilizing the space within the store for the attractive display of goods that the supporting pillars have been encased with glass casings. These are kept stocked with the most attractive goods, such as fancy biscuits, candies, etc. The photograph above demonstrates how effectual is this method of display. A point is also made to keep all manner of seasonable dainties and the most attractive lines on the counters and in the showcases, where they will show to the best advantage.

Using Show Windows

A definite part of the store's campaign for increasing the business has been the use made of the show windows. The proprietor has made it his business to change them once a week, or oftener, when the fruit season is on, or in the holiday season. It is his opinion that a suburban store which cannot use newspaper space as effectively as a store in a smaller centre, must depend on window advertisements to a very great extent. For this reason he has relied upon his store windows for publicity work and has given considerable study to the matter of window display.

An interior view of the Alberta Grocery Store, showing excellent display methods used.

He believes strongly in displaying only one line at a time. Recently, for instance, he put in a straight spice window, and, in order to stimulate interest in it, he offered a selection of five prizes for those who guessed nearest the number of articles in the window. This contest was a great success from the standpoint of the interest created. Over 2,000 people in all made guesses. This is ample proof of the attention which well-designed windows can win in suburban sections.

With reference to special sales methods, Mr. Schnitka carries a number of lines under his own name and brand. He has been particularly fortunate in working up a large business in flour and cereals. From the very start he felt that it would be possible to create a good demand in these lines and he concentrated on them. He made it a point to keep his stock fresh and attractive and on every possible occasion he talked these lines to those who came into the store. His staff did likewise and this attention, combined with some good display windows, resulted in a gradual increase in the turnover in this department.

As an evidence of the success which has attended these well considered efforts it may be stated that when the store was opened four years ago, the staff consisted of the proprietor and one clerk. Between them they looked after the store and delivery as well. The store now has a staff of six in all.

Methods of High Class St. Thomas Store

How Mr. McCance Keeps Up Standard in Quality of Goods and Display—Sells to All Classes of Customers—Show Cases With a Slant—Confectionery Limited to Windows—Encourages 'Phone Orders

IN the midst of the belief existing amongst far too many merchants that the carrying of high-class lines excludes trade in medium class lines, or rather with a "middle" class of customers, to say nothing of what is sometimes called the poorer class, it is refreshing to find a merchant who has kept up a high grade of goods and at the same time continued to appeal successfully not only to the high class, but the middle class trade as well. Such is Mr. John McCance, of St. Thomas, who has followed this theory out for fifteen years, and whose success has convinced him more strongly than ever that this theory is a wise and a practical one.

Failure in One Point May Lose Customer

One of the points that Mr. McCance watches most carefully is the quality of the goods he buys. This may seem like an obvious statement, but, while the principle is acknowledged by most merchants, a large number of them fail to put it into practice. We have known stores that aimed at a good class of business and at receiving the full trade of families that were able to pay for the highest quality of goods on the market, who did not know good butter from bad, and generally sold a second grade. The result was that a few times, often a single time, was enough, and this family decided to get their butter elsewhere The same was the case with fruit, bacon, cheese and other lines. They even found that the rolled oats that they wanted for their porridge in the morning were musty and rolled oats were added to the butter and the eggs and the fruit, and a score of other lines which they carefully avoided ordering at this merchant's who aimed to be their main supply in all lines. The tendency in such a case naturally is that finally out of patience with the carelessness or lack of knowledge of this merchant they would remove their whole custom from him. The ties of acquaintance in a locality serve to hold customers for a time, but they can be stretched too tight.

Eggs Every Week From Selected Farmers

Mr. McCance is careful about all lines like this. He uses a small percentage of creamery butter, which he gets from a creamery in St. Thomas. Most of his dairy butter is secured from a few tried farmers, who bring it in regularly once a week. He has a list of regular customers who get the creamery or dairy butter, so many pounds a week, and these goods are sent out regularly as soon as they arrive. This is a method that might be put more into operations, this regular weekly order in the line of butter and very often of eggs. There is no real reason why it should not be a weekly affair, as it is the daily custom for the baker or the milkman to call at one's house. The amount used of both butter and eggs averages about the same week by week.

The greatest of care is taken to keep the butter in a refrigerator by itself, not to let it be tainted by anything else. Particularly is this the case with meats which are kept by themselves, and the two are never put into the same refrigerator. This point is brought out to the attention of the customers by the use of a separate refrigerator down the side of the store used for meats.

The buying of eggs is carried out in a manner that usually brings perfectly fresh goods. Mr. McCance has arranged with a number of farmers, by which they supply him regularly once a week, and in this way he is always certain that goods will never be stale. Sometimes he tests the goods by candling, but finds that he can depend pretty well on this weekly system.

Screen of Mosquito Netting 60 Feet Long

The general appearance of this store is very much in its favor for attracting those who are rather particular about the way in which their food is handled. Down each side from the ceiling to the ground, 11 feet high by 60 long, is a huge screen of mosquito netting in a red color, which gives a rather attractive tone to the store. The back of the windows themselves are also covered, but with a white netting. This is kept up during the whole period in which the store might be troubled with flies, and is taken down in October each year. While it may be said that this covering screens to a certain extent the view of the goods, we believe that the appearance of cleanliness and special care for the goods shown on the shelves more than compensates for this.

New Arrangement of Show Cases

A point to be mentioned that has close bearing on the manner of store this is, is the use of a series of show cases—five large ones, 12 feet long, and one smaller, running down the right-hand side of the store. These are duplicated on the left-hand side, except in one case at the far end. These, as will be seen by the photograph, are arranged on an angle, facing a little towards the front instead of in a straight row. For any one who is particular about a straight line the view might be objected to, but certainly the display powers of the cases are greatly increased. Not only does each show card stand out by itself, but as one comes from the back of the store to the front, there is a view of the end of the cases as well. We would suggest that this method be tried out by those who have a number of cases to use, down one side of their store. On the other side, show cases, as has been said, cover almost the whole space, and take the place of counters. The goods in these cases are well selected, and the number of cases gives the proprietor a chance to show special lines by themselves, and thus add to the chance of sales. For instance, right next the door one is used for various kinds of cheese, a smaller case than the others, and he says that this showing up prominently for at least six months of the year is responsible for very large sales. Soap is used in another case, cooked meats in another, boxes of choice candy in another, certain lines of jam in glasses in another, and so on.

No Cakes in Store, Sell From Window

From the outside of the store one sees in one window, on the right-hand side on entering, a display of confectionery, cakes, and so on; but looking again inside the store you fail to find a section devoted to this. There is none. All sales are made from the window, and none of the stock is kept inside the store. Three or four times a day a baker restocks the goods in the window, and in this way any confusion in selling cake or other goods inside along with groceries is obviated. The turnover is a very respectable one, and it is done without interfering in any way with the regular business of the store. This window method also may suggest itself to merchants who have had trouble with this line.

Prefers 'Phone Orders

Special attention is paid to telephone business. "This is a large item," said Mr. McCance, "and we encourage it all we can. As a rule, it doesn't take one-quarter the time to take down an order by 'phone that it does over the counter, and we can fill it just about whenever we have leisure instead of having to put

(Continued on page 71.)

Making Good on Handling Fruit

The Methods of Western Ontario Dealer—Finds Fruit, Which is 25% of General Business, Boosts Latter Indirectly—Sanitary and Freshly Stored Fruit a Necessity—Uses Refrigerator in Summer — Window Features Fruit in All Hot Weather Days.

From authorized interview with W. C. Palmer, Sarnia.

SOME grocers consider fruit as a small department, one of many in their store; others manage, by well-directed efforts, to establish fruit as a department which pays real money, not alone from the point of the actual takings accruing therefrom, but also because it is an agent in indirectly boosting general grocery trade. Such a man is W. P. Palmer, of Sarnia, Ont.

"Fruit in the summer time is 25 per cent. of my business," said Mr. Palmer to CANADIAN GROCER recently. "I figure that it runs about a quarter of the turnover we have here, during the summer months, although in spring and when tailing off in the Fall, it probably does not reach more than 15 or 20 per cent. But for the heavy summer months it certainly is a quarter of the total trade we do. I have always taken the view that it should not be hard to persuade people that they might just as well buy their fruit where they buy their groceries. The point of view to take is the query, why bother to walk out of this store and go elsewhere for your fruit, when we have it here for you?"

"So important is the fruit department that we trim the window all summer long with nothing but fruit and vegetables. Other lines such as canned goods and general groceries of any kind at all, are relegated to shelves or to interior displays in order that the window may feature, day in and day out, fresh and appealing fruit and vegetables. In addition to this, one side of the store is very frequently lined with fruit and vegetables in appealing and clean-looking baskets and the fruit is, as our customers well know by now, fresh every day.

Strictly Fresh and Sanitary

"One great reason why we have built up a good trade in fruit," continued Mr. Palmer, "is because we have always paid strict attention to having fruit and vegetables always fresh. During the hot months, when the sun at some hours of the day becomes very warm, I move all fruit and vegetables which might be affected down to the vault at the end of the store, which is used in the winter time for provisions. Here, cool and untouched by the rays of the burning sun, fruit and vegetables are preserved in an entirely sanitary state.

"I have found constantly that this is a great point in handling these lines. Either you must have them entirely fresh, or it is better not to bother with them at all.

"Handling fruit and vegetables certainly boosts general business," went on Mr. Palmer, "and vice versa. If a woman comes in here for any ordinary line of groceries and sees some attractive fruit, either in the window or displayed in the interior of the store, she will buy what she came in for plus some fruit or vegetables. And it works the other way; if a woman comes in here for either fruit or vegetables, and sees some line of general groceries displayed, it will be our fault if we let her get away without buying something more than what she merely came in for.

An appealing display of fruits which brought the dealer good business.

Crockery Helps General Business

The Experiences of a Sarnia Grocer in This Regard—Two Stores In One: Connected by Office—The Personal Touch Pays—Recollections of Dealer Who Has Run This Duplex Kind of Store for Forty Years

Authorized interview with R. Wanless, Sarnia, Ont.

EVER since, something like 40 years ago, R. Wanless, of Sarnia, established a grocery store, running in connection with a crockery department, efficiency in salesmanship has been the symbol of the Wanless store. CANADIAN GROCER recently was able to talk to Mr. Wanless, now getting on in years, about the progress he had made in his store during 40 years of business and particularly along the line of how the crockery department worked in with a general grocery store.

"I have found ever since I started in business," said Mr. Wanless, "that the one helps the other. This is particularly true in a city like Sarnia, where stores which handle only crockery are scarce. The way I have the two departments arranged contributes not a little to the success of both of them. They were originally two separate stores and they still have two separate openings on the street. The customer walks into the crockery department, it may be in search of china or some other article of tableware, and going down the china hall, coming to the end, turns naturally to the swing doors which open into the grocery department, and, of course, buys groceries. A woman may come in here for groceries and finding what she wants down at the latter end of the store, will turn and go through the glass doors into the crockery department. So the two are worked hand-in-glove together.

Had Small Beginning

"The business in crockery has certainly grown from the small beginning which it had about 40 years ago. Then, everything was together in one store and we had no two separate compartments, as we have now. But, gradually as the years went on, the dimensions of both the grocery and crockery business grew so large that each of them demanded, and had to have, a special and separate store. It was then that we arranged to secure the next store and moved the whole of the china into one store, leaving the other entirely free for groceries. We have always worked the two hand-in-hand and have found that not only does the crockery department get a good deal of business from the grocery store, but the grocery store gets a lot from the crockery department. The maxim has been, "why not buy your china where you buy your groceries?" and, again, "why not buy your groceries where you buy your china?" We have worked this out by and through all the staff co-operating together and any and every clerk mentioning the fact of one department and what it is offering at any special time to customers who come into the other department. So the two work together."

In the crockery department, Mr. Wanless carries a very full and complete range of all kinds of chinaware and table dishes, not to say glassware as well. He has special assistants in this department, who put in their time exclusively at this side of the business.

The office is located just between the two departments. In this way Mr. Wanless himself has a chance to get in touch with customers, and utilizes that opportunity.

The Personal Touch

"I have always been in favor of getting to know my customers personally," said he to CANADIAN GROCER, "and it is never too much trouble to break off from work and pass the time of day with some customer who comes into one or the other departments. I believe this does a whole lot to develop business and a word of greeting expressed here and there cements the connection of the purchaser with the store. I make it a rule to see as many of the customers that come in, as possible, and pass the time of day with them, if nothing more."

This is made possible very largely for Mr. Wanless by his having his office in between the two stores where he can command a view of what goes on in both.

In connection with the grocery end of the business, Mr. Wanless runs a very well conducted provision department. He has every contrivance which is requisite, such as a meat slicer, computing scale, and has a refrigerator and a generally very well fitted up provision department. He finds the trade in meats particularly good.

Mr. Wanless still sticks to his own delivery, notwithstanding the fact that in Sarnia there is now a general delivery. He, however, claims that he finds it pays him better to handle his own delivery and continues to do so.

NOVEL SHOW CARDS

A clerk in a western grocery store located in a fairly large city, has amused a great many people by some clever window cards. One day his card will read something like this: "Is peeling potatoes a skin game? Try a peck and play the game. Thompson's." The question will be in big letters and the balance of the card will be much smaller and at the extreme bottom. Another day it will be something like this: "If a liner is sunk will a safety razor?" And then something about goods in the store at the bottom. He says a lot of people look in the window just to see what he has on the card, and the out-of-the-ordinary way in which the cards are worded gets people talking about it.

RULES FOR SUCCESS

A man to succeed must be steady, attentive, bright, quick, and intelligent. He must not be afraid of work; rather, in fact, anxious to do all necessary work. If he has these qualities he is bound to succeed.

It is all in the man himself. If he has ability, his light is not hidden under a bushel, but is sure to shine. He is in a position to come out and demand what is his due. It is a man's work that tells, and it is sure to bring the results it deserves in the end.

It is often the case that an employee is very active and ambitious for a time, but after he or she has obtained a certain degree of success, appears satisfied with his or her station, or at least seems to lose ambition for still further advancement.

There is always a higher round on the ladder for everyone, no matter how high up he or she is, and the right kind of a man or woman never ceases to look up. —Eben D. Jordan.

METHOD OF HIGH CLASS ST. THOMAS STORE

(Continued from page 69.)

up the goods at once while the customer waits. Every one who answers the 'phone knows exactly what we have and the prices, and we have taken great care to give just as good service in this way as when the customer sees the goods. The result is that over a period of years we have built up a very large telephone business, which we appreciate, and will do all we can to increase."

Creating Demand for Talcum Powder

Ottawa Grocer Tells of His Methods—Got Out to Customers With Samples — Fifty Tins of Talcum the First Day—Cigars by the Box Is Another Achievement of This Grocer

From the authorized interview with Alexander Phillips, Ottawa.

THERE is a move these days towards making every store a headquarters for as many lines as possible. The shoemaker no longer sticks to his last, but combines other activities with his trade. So we have the spectacle of the drug store handling anything from cigars to photography and carrying drugs as one department out of many.

The grocery store, too, is much more of a general store than it used to be, even in larger cities. In smaller towns, of course, the grocery store is the headquarters for a lot of general buying and very often combines several trades in one. A movement thuswards seems to be taking hold in larger cities as well. For instance, we see the grocer handling cigars and tobacco, and, as indicated by the case of Alexander Phillips, of Ottawa, handling talcum powder and shaving goods.

CANADIAN GROCER was recently in Ottawa, and discussed this matter with Mr. Phillips.

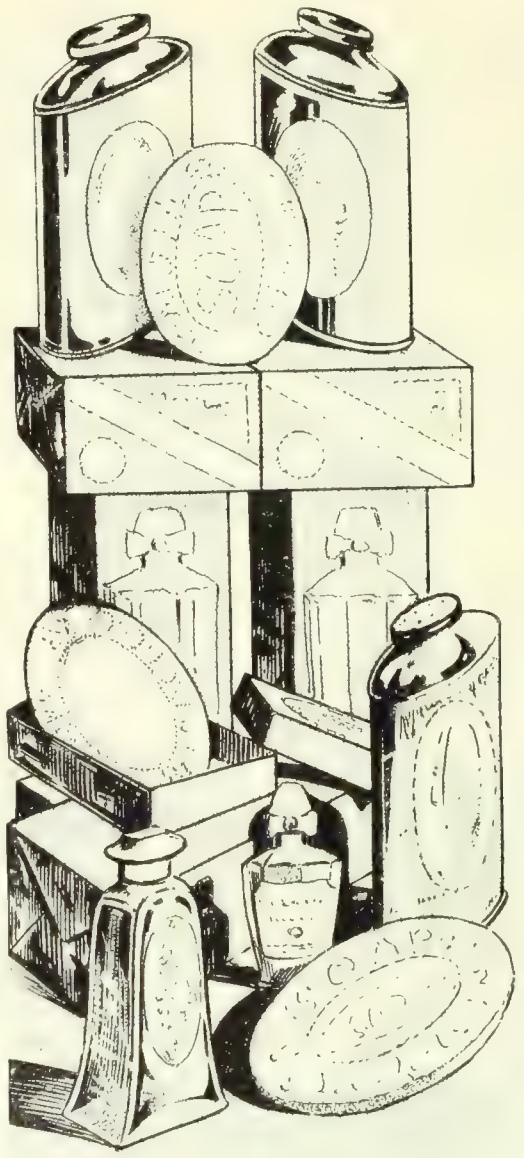
"How did you come to handle these lines?" he was asked.

"I thought I might as well get trade in talcum powder and toilet soap, just as well as ordinary soap," was the answer. "An opportunity came my way to secure a large lot of talcum powder and I bought it up because I had been asked at intervals whether I stocked such a thing. It is probably not usual to find it in grocery stores, but this was no reason why I should not try handling it. The inquiries for it had not been many, and, indeed, were only occasional. I mean to say that it was not a line which was in anything like popular demand in my store. Nevertheless, when a chance came for me to get in a stock, I seized the opportunity and set myself to create a demand for talcum powder and kindred lines.

Goes Out After It

"My method was to go out after the trade myself. I figured that in starting a new line like this, I would probably have better success if I gave it impetus by making a big play with it, with my customers, rather than just carrying it in my show case, and handing it over the counter in answer to anybody who might ask whether we stocked it or not.

"I therefore took some samples of this talcum powder out with me when calling on my trade for orders. I introduced it to a prospective customer and told her that I was now handling this line and toilet soaps like it in my



store. The price which I was able to offer my customers was undoubtedly an inducement. I sold 50 tins in one day; the first day; so I was off to a good start. After that, I decided to handle it regularly, and have done so and found that I could get quite a lot of trade in this and lines like toilet soaps and even shaving goods."

Mr. Phillips has a little department for this line of goods. He has a show case which is to the right when you enter the store, and meets everybody's eye. This is stocked with talcum powder of various kinds and also with toilet soap and shaving soap.

"This is a line which helps to draw trade to the store from men folks," he said. "We are glad to have it for that reason. Men who come in with their wives to shop, are just as good customers for us on their own account as their wives are, on account of general groceries. For instance, we do quite a good trade in cigars by the bulk. I have gradually got known to my men customers that I handle cigars and have now built up quite a good trade in boxed stuff in addition to selling quite a lot of cigars singly. It is chiefly in the way of selling cigars by the box that a grocer has a chance of competing with a cigar store and drug store. Selling an occasional cigar to an occasional customer, while the aggregate builds up a fair department; sales undoubtedly are handsomely boosted, however, by a sale now and then of a box of cigars."

With prohibition in force in Ontario, trade in cigars by the box should develop and become quite a considerable item in a grocery store. The right idea is at the root of handling both this line and also talcum powder and shaving soaps and so on, namely, attracting the custom of men, as well as women, to the store. And because men, just the same as women, have to be prompted to buy, their own initiative needing stimulant. Mr. Phillips employs display methods to attract them.

MAKING OF TAPIOCA A LONG PROCESS

Hardly is there any article of whose origin so little is known as tapioca.

It is manufactured from tapioca flour on the Islands of Singapore, Penang and Java. This flour is made from the tapioca potato, the root of the cassava or manioc plant.

These potatoes often weigh over twenty pounds. They are washed, skinned, cut into small pieces and put into a grater, where small, circular saws reduce them to pulp. The fine flour is separated by a revolving drum, and after being washed six times is dried on heated trays. It is then made into dough and passedl through sieves and baked.

Consider the Hazard!

His Mother—Here's an advertisement for a boy. You must look into it, John, "Wanted—Boy for grocery, to work partly out."

Jobless John—Hugh! What d've take me for, anyhow? What if somebody'd slam the door while I was at work?

The Reason for a Motor Delivery

Ottawa Grocer Tells Why He Shelved the Horse and Rig—Type of Roads Traveled is Important Point—Quick Service, Clean Service and System in Delivery are All Attained By Motor Van—Drives the Car Himself

Authorized interview with L. Z. Caron, Ottawa.

AS every year goes by, more and more grocers give up the horse and rig for the motor delivery. The number of men who are doing this is convincing proof of the wisdom of so doing. How an Ottawa grocer gave up the horse and rig for the motor and the reasons why he did so are therefore interesting.

L. Z. Caron, a French-Canadian grocer, in that part of Ottawa which has for considerable of its population French-Canadians, recently changed to a motor delivery and has cause for congratulation over the results so far.

"There were," he said to CANADIAN GROCER recently, "several reasons why I changed from the old delivery vans I had. Perhaps the first was that my trade is such as can be reached by city roads. The trade is only entirely within the city limits. I have, therefore, more or less good roads to go upon. In cases where a grocer's customers can only be reached by country roads, muddy and full of ruts, the motor is little use. The horse and rig has a far better chance for this kind of traveling than the automobile. Even when a grocer has partially a city trade and partially one where customers can only be reached by badly made roads, the horse and rig is still necessary for the latter, though the former can be most economically served by motor delivery. However, I was not confronted by poor roads. I had good ones, and that was one important reason why I commenced a motor delivery.

An Unusual Method

Perhaps my method of securing a motor delivery was somewhat unusual. I am free to admit that I bought the car with two ideas in my mind. One was to have a car which would give me a little pleasure as well as being serviceable for business. I therefore purchased a second-hand car and immediately started in to make it a double purpose car. I built myself another body in the shape of a truck body for business services. When I bought the car it was a second-hand roadster, and not at all a delivery van. But I got to work and built a truck body, which can be fitted on the car in a few seconds. It takes hardly any time at all to take off the proper body of the car, supposing I had been running it the evening before for my own amusement, and substitute this truck body which will hold quite as much stuff as I should have to deliver at one delivery. Then, again, at the end of the day if I am going out myself at night I can substitute the ordinary body for the truck and there is my automobile for my own pleasure.

The reasons why I gave up the horse and rig can be stated very briefly. I found first of all that I was wasting time, and time is money. Whereas, a horse and rig would only make twenty calls in a given time, the motor would make three or four times as many, if delivery was systematized. I figured out beforehand that when I got the car it had to pay me for spending the money in getting it by doing the work of delivering much more quickly and efficiently. Sometimes I make as many as one hundred calls a day with this automobile delivery. That would have been impossible with a horse and rig. It has certainly lived up to its reputation as a quick servant, and I find at a conservative estimate that I make three or four times as many calls with the automobile as would be possible with a horse and rig.

"It was also a prime consideration to me that the automobile delivery was a cleaner delivery. With it there is no dirt such as might come from horses, while the odors of the stable are entirely lacking. It is true," Mr. Caron went on, "that the automobile has an odor of its own, but this is a thing to which people to-day are well used. They don't mind it, therefore. Many people, on the other hand, are particular about food and do not like to feel it has been near the stable or horses."

"How about driving the car?" Mr. Caron was asked.

"I attend to that myself. I have tried out both ways and have found it pays me better to have a capable assistant in whose charge I could leave the store while I make delivery, than to have a man driving the car with me hanging round the store all day. Therefore I save the wages which I would have to pay to a good motor mechanic by being that same myself.

"I have a stunt by which I get my deliveries down to a methodic and systematic basis. I divide my district into four sections and have the motor make four trips. At one time of the day I go north, at another south, at another east, and at a fourth west. Of course, if there is any rush order, that has to be delivered anyway, but for the most part, I find I can confine my customers within the four sections and making a trip in each direction once a day, I find I cover my trade pretty well."

When Mr. Caron was asked how much it cost him to run a motor delivery, he put the figure at a modest $2 a week.

"That is all it costs me," he said, "and I tell you it's pretty reasonable, and more so indeed than the horse and rig, considering the extra advantages. Clean service, quick service, method and systematic service—for it would not be possible to divide the horse and rig's travels in the same way, quite; these three features of the motor delivery have made me enthusiastic about it. When I can afford it, I am going to get a better car, but for the present the one I have suits me excellently, and adequately takes care of my trade."

SUPPRESSION OF VICE IN OTHERS

We Americans have been overdoing the goody-goody thing. We have so strong an infusion of Puritanism in us that we might almost apply to ourselves Macaulay's caustic remark that "the Puritans hated bear baiting, not because it gave pain to the bear, but because it gave pleasure to the spectators." We have not distinguished between the use and abuse of things, but promptly forbade what gave the wicked profit while giving the cheerful common people pleasure, because we were convinced that it is sinful for the common people to enjoy themselves.

It never occurred to us to bar out the wicked and let the innocent go on with their good time. The Society for the Suppression of Vice in Others is one of the reasons for American unpreparedness for self-defence. It has broken our foils and single sticks across its knees, thrown the boxing gloves in the furnace and sold the rifle to the junk man. In fact, I am so out of patience with ourselves just now—not having had my customary cup of beef broth for breakfast—that I think it would have been no great loss had the Mayflower foundered on its first trip over here.—*The Optimist.*

Motor Boat Doubles Summer Trade

Getting After Business With Summer Resorts

By E. A. Hughes

EVERY dealer has problems of his own which are more or less general. The fellow in the next town has them, too. And every dealer has problems which are peculiar to his town, according to whether it is, say, in a land or a river town; near the border or far from it; a manufacturing centre or in the middle of farming country. How far a grocer can cash in on the fact of the location of his store is the measure of his ability.

Brockville is a summer town, one of the prettiest and most popular in Canada. Harry Hunt has capitalized this fact and doubles his trade in summer time. He has the store formerly occupied—indeed, for many years—by Mr. Culvert. This is on King street.

CANADIAN GROCER was able to get from Mr. Hunt something as to how he doubles his business in summer.

"We have a great town for summer cottagers," said Mr. Hunt. "Up the river here scores of people take cottages and are camping all through the summer months. They are far removed from any grocery store. Yet they need supplies. Either, then, they must come to town or else town must go to them in the shape of myself or some other grocer who wants and needs the trade. I decided that the grocer in question should be me."

"Every day I call on the cottagers early in the morning, using a motor boat which I have for myself. I set out early and stop on the river at the camps or houses of my customers, secure their orders and get down to the store. During the day I fill the orders. In the evening, I deliver them. In this way I double my trade, for my business in town is going on just the same, and this summer-cottage business is just so much velvet."

Mr. Hunt could not compute just what it was worth per week, but the statement that it was just as much again as his town trade indicates that it is a pretty handsome figure.

Two Sides To It

He discussed the question of a grocer getting out after trade or waiting for it to come.

"In a case like this," he said, "obviously the only thing to do is to get out after it. For what would happen if you didn't? People who are in those summer cottages would have to come down to Brockville every now and then to buy. It would not always be convenient to come down to town. If you are staying up in a place like the shore of a river, camping and boating, and so on, you don't want to bother to come down stream to buy groceries, just when you find you're shy of certain food in your camp stores. Supposing you were a camper, and you felt pretty hungry one night. You looked at the stores in camp to see what there was and found that there wasn't enough for you to eat unless you shortened yourself and had to go to town before you have breakfast and buy more. What's the difference? Simply that the average camper wouldn't bother to eat that night, because he wouldn't want that before-breakfast trip in the morning.

"But if I go out after trade and make a systematic campaign to get it, I leave those campers with the sure knowledge that I will be there in the morning, to get orders which I can deliver by night. Left to their own resources they might come to the store when they need "grub," and they might not. But if I'm out after them, I know I have their business."

$300 Weekly in Provisions

This Is the Amount Done by a Windsor Grocer—It Is Half His Total Grocery Business—An Excellently Equipped Department Located So That It Is the First Thing One Sees

MANY grocers from coast to coast have an excellent trade in provisions but it is doubtful whether there are many who exceed the record of Everitt's Grocery Store in Windsor, Ontario. The business of this trade runs as high as $300.00 a week. There are many reasons for this high water mark but one of the most important is the excellent facilities which Mr. Everitt has for handling meats and produce.

His store, which is situated on one of the main streets in Windsor, Ontario is ideally fitted to handle provisions as a separate department from general groceries, and this is what he is doing. Indeed he may almost said to have a butcher store and a grocer store in one. Fully one half of his space is devoted to his provision department. This is on the left hand side of the store as one enters. There are two marble counters. These naturally make for cleanliness. Two butcher's blocks which are not often seen in provision departments in grocery stores provide a sanitary and efficient method for shopping. On the side and quite handy to the counter is a big refrigerator vault which stretches from floor to ceiling. In this, during the summer, meats are kept in the very best condition and butter and eggs are also kept out of the heat. In addition Mr. Everitt has all the requirements in the way of accessories which he needs.

for instance a meat slicer and computing scale, and a variety of butcher's knives for coarse work.

"So important has my provision department become" said Mr. Everitt to CANADIAN GROCER recently, "that I have to have special help to take care of it. The $300.00 turnover in provisions weekly is just exactly half of my whole business here. My general miscellaneous grocery end brings in about the same amount. I think a provision department which is worth fifty per cent. of one's business I may modestly claim to be "some" department.

Mr. Everitt's provision department is so located that it is almost the first thing one sees upon entering the store which is, incidentally, a roomy and well arranged store. In the miscellaneous grocery department Mr. Everitt has a modern equipment including patented pivoted bins and accessories such as registers modern shelving and so on.

He is not finding any difficulties in handling his trade in meats on account of the somewhat high prices. He says that he finds it pays him to take his customer into his confidence and, that done, he has little difficulty.

Displaying Mats, Brushes and Pails

Walkerville Grocer Put on Special Campaign, and it Proved a Winner — Window Display Not Too Ornate, nor Taking Up Too Much Time—House-cleaning Lines Handled Down One Side of the Store—Choosing Psychological Moment.

Some views of the store of Luxford Brothers.

LUXFORD BROS., of Walkerville, Ont., have proven singularly successful in handling lines which probably most grocers carry, but upon which all grocers do not make a startling turnover. I refer to pails, brushes, and mats. The campaign in question, during which time Luxford Bros. disposed of an unusual amount of this class of goods, was in connection with Fall housecleaning. The window was dressed featuring these lines. This window is reproduced on this page.

Discussing it, Mr. Luxford said to CANADIAN GROCER: "The chief thing about this window from our point of view, who dressed it, is that it was very simple and did not take much time. I have found again and again that many windows are excellent in idea, but they do not pay for themselves in the amount of time or detail which are necessary before they can be arranged. When you come to think of it, if you are going to change your window often, and we believe that to do that is to make it really effective, you do not have time to be spending a whole morning in arranging it. The simpler the idea, the more easily is it worked out. It would have been possible, in connection with this window, featuring mats, pails and brushes, to have had an ornate and very excellent window, but it would have taken far more time than we were willing to give to it. Do not get me wrongly, in this, and think that I am unwilling to spend time on a window or believe that the window can be arranged without due time and consideration. That is not my meaning, but I do think that too much time spent, is just about as bad as spending too little, inasmuch as you dress your window for a day or two, and not for two weeks at a time. Simplicity, then, was the keynote of this display of mats, brushes and pails.

The Psychological Moment

"The idea behind it was this, that Fall housecleaning was a time when we could draw the attention of the trade to these lines more easily and more timely than at any other period, except, perhaps, in the Spring. Pails, brushes, mats, and that sort of requirement, are lines which we carry the whole 12 months of the year and which we sell some of now and then, but it requires something occasionally to give a fillip to this class of trade, and we certainly proved that having an excellent window and having

(Continued on page 119)

"A Place for Everything"

--And Everything in Its Place—This is the Motto of a Sarnia Grocer — Equipment Pays for Itself Many Times Over—Economy of Space Is Economy of Time—Methods of Display and Store Management

THE title at the head of this article is the motto upon which Mr. W. C. Palmer, of Sarnia, Ont., runs his grocery business, in every department and from every angle. He believes that system can be used to just as great an advantage in a grocery store as in any other kind of business and will account for the settling of many obstacles standing in the way. Order and efficiency, not alone in actual trade, but in regulation of supplies, in storing, in figuring problems of profits will pay, and pay handsomely.

Mr. Palmer has not got an unusually large store. It is situated on the main street in Sarnia, and is long, stretching away back, but is not particularly wide. He has, therefore, no extra facilities or reason why his store should be so systematic and well regulated except that he has studied this matter considerably, and proved it to his own satisfaction that the methodic store works out best.

"One of the three requisites for a well systematized store," said Mr. Palmer to CANADIAN GROCER, recently, "is sufficient equipment, of the right kind. I have always taken the view that equipment comes back to the grocer in increased profits and depreciated cost of doing business. In this store I have, without counting counters and wall shelving, no less than $2,700 worth of equipment."

Indeed, the store is a well equipped one. A series of patented, pivoted pins, lines one side of the store from where the window ceases right down to the back of the store. The trade is well aware of the excellence of this feature of equipment. Every bin displays its contents through the glass, besides providing a dust-proof way of keeping the goods.

Popular Lines Nearest

"Notice how these bins are so regulated," said Mr. Palmer, "that articles most in demand are nearest to those that are serving, while articles not so much called for are remotest from us. Thus, sugar is close to our hands, but a line like spices is further removed because, though it is called for to some extent, it is not such a leading line in a grocery store as sugar."

There is a coffee mill, a cheese cutter, a cheese case, a meat slicer, besides a duplicate system of cash, and conveniences like the telephone. Even in the case of the latter, the idea of efficiency is carried into effect. A telephone is placed nearest Mr. Palmer himself, and yet sufficiently near his helper so that neither has to run up and down the store every time the telephone bell rings.

"I never regret a single cent I have put into equipment," said Mr. Palmer, "because I believe by much more than I have tied up in equipment, I have boosted my business, year after year, and shall continue so to boost it. Equipment is half the work of running a grocery store and it is all part of the general idea of efficiency. Notice that in this store everything has its place and everything is in its place. Thus, all the groceries we carry are departmentalized and you find canned goods in one place altogether on several shelves, while things like sauces and relishes are all bunched together in another place. I have never been able to understand," went on Mr. Palmer, "just how some

(Continued on page 100)

A view of the store of W. C. Palmer, Sarnia.

Results from Displaying Tobacco

Western Ontario Grocer Has a Show Case For His—This Catches Men Folk Who Linger Round the Door—Handling the "Conscientious Objector" to Tobacco Being Near Foodstuff—If Reason Fails—Let the Customer Go—

Authorized interview with James Galbraith, of Sarnia.

THAT tobacco pays for being displayed is the opinion of James Galbraith, of Sarnia, Ontario. Before prohibition became a fact in Ontario, Mr. Galbraith had a tobacco department which cleared him in the neighborhood of $36 or $40 a week. Discussing this with CANADIAN GROCER recently, he opined that as a by-product of prohibition, his tobacco department will greatly increase its business and its revenue.

"Prohibition will certainly mean an opportunity for the grocer," said Mr. Galbraith, "because unquestionably a number of men who formerly got cigars over the bar will all have to go elsewhere for them. So many hotels have proven that the expense of running minus the bar is too much and they are closing. This, to me, looks like an excellent time to inaugurate a cigar department.

"Hitherto I have only handled tobacco, but I intend to consider very seriously the cigar proposition.

"I handle my tobacco in a show case which is placed near the door. The reason for this is that I have found that when men accompany their wives to a grocery store, if they do come inside at all, it is about all they do. They usually linger around the end of the store to the door. Their wives trot up and down the counters looking the goods over, but men are not so interested and either remain outside the door or partly inside it, at any rate."

Mr. Galbraith has a large show case, always neatly and attractively filled and displaying the popular brands of tobacco.

"Up to now, receipts from this have been varying from $25 to $40 a week, but, as I say, I hope to increase this considerably now that prohibition is a fact."

"What line do you find sells best?" Mr. Galbraith was asked.

"The well-known ten cent packages we find the best sellers. In fact, I could handle only Canadian tobacco, and find an abundant demand for that, too."

Mr. Galbraith believed in sticking to well-advertised lines.

"There's one thing about handling a tobacco department," Mr. Galbraith pointed out, "which must be considered. There are a certain number of customers who seem to object to having tobacco sold in a grocery store."

These Mr. Galbraith referred to as the W.C.T.U. kind of people. He pointed out, however, that although he had two or three discussions on this matter at various times with this class of customer, he had decided that such objection being raised was not sufficient to get him to abandon his tobacco department.

Handling Objectors

"After all, my store's my own concern," said he, "and if I wish to handle tobacco, as I do, and I lose one or two customers who do not like to think of tobacco being in the same store as food stuffs because of it, then I must be content to lose them. It is a too good department to abandon for the sake of one or two finicking customers."

"What is your method in handling these objectors?"

"I usually point out to them that the tobacco is entirely removed from the food stuffs, that, anyway, it is protected by a paper wrapping and so there is no possible chance whatever of any tobacco coming in actual contact with any food. This is enough for a good many of them but there are some few I notice who no longer get their food from my store because I handle tobacco. However, it does not worry me any, and would certainly not cause me to abandon my tactics."

Mr. Galbraith has been in business only a few years for himself, in Sarnia. The history of his store is a notable achievement. He took premises which were really two stores; both of them were somewhat small. He knocked the two into one and was lucky enough to get the store at a very low rent. During the first year he did a business of $23,000. In four or five years this had increased to $50,000. Mr. Galbraith professed himself as finding business exceedingly good at the present time. Each successive month of 1916 is away ahead of the corresponding month of 1915. He expects at the end of the year to find it a banner year in every regard.

50 lbs. Chewing Tobacco a Week

Essex General Storekeeper Places Large Orders Bi-weekly —Has Good Business in Smoking Tobacco and Cigars—Crockery Department is a Paying Venture—Farmers' Specials Get Good Results.

"WHEN you do a thing at all do it well" seems to be the motto by which Sample & Linton General Storekeepers of Essex, Ontario, have built up a very thriving and prosperous trade. Their store reflects thoroughness in both appearance and conduct of its business, and the partners are equally as good examples of the same aphorism. They have a store in Essex, Ontario, which is right in the centre of an excellent farming community. No doubt this has something to do with the amount of trade which they get. Although they have only been in business for some little time themselves, taking over the store from another occupant, they have found that with the improvements they made and the general system which they commenced to put into actual operation they did a business of $14,000 during the past year.

One prominent line in which they get a big trade is chewing tobacco. Concerning this Mr. Sample said to CANADIAN GROCER recently:

"We place an order for 100 pounds of chewing tobacco every two weeks, we can easily sell the whole of that amount in that time. We find an unusually good call for it, not only from people in the town itself, but also from farmers, who drive in. Our town trade is of course subject to a good deal of competition, but even at that we have quite a demand for this class of goods, sufficient to compel us to place an order as large as that. We display this chewing tobacco in a special case on the wall, keeping it prominently before the men who come into the store.

Sample and Linton also have a good trade in smoking tobacco and cigars. This is particularly true since prohibition has become an established fact.

"Farmers who formerly being round the hotel" said Mr. Sample, "now

come to our store as a sort of headquarters, and we sell lots of cigars that we wouldn't sell formerly."

The cigar department is well to the front of the store. It is given a place of prominent display and it consists of a roomy and commodious show case. In addition it is so constructed that it keeps cigars in excellent condition, moist and therefore appealing to the smoker's taste. The proprietors in discussing the amount of sales done in smoking tobacco lines and cigars were not able to give figures, but said that it was considerable.

A Crockery Department.

This store also has a crockery department, as the store is a general one. It has built up a good deal of business in this line too, since it has little competition in the town. The crockery department takes up the whole of the back wall, and consists of a series of shelves stretching from floor to roof. Glassware, and to some extent cooking utensils, other than crockery, are also kept in stock. The proprietors since they have taken over the store have made a number of improvements, chief among which is the arrangement of an office, at the end of the store, nicely fitted up and providing room for cash handling. The fittings of the store themselves have also been much improved, and a series of bins installed, together with two long counters of modern type.

The partners get a good deal of trade from having a farmer's special, which they run on each Saturday. These are an institution, and farmers know that on that day, Messrs. Sample & Linton will have something special to offer them.

"So far as we are concerned" said one of the partners to the CANADIAN GROCER, "There does not seem to be very much in all this talk about what a tightwad the farmer is. He is not at all tight with his money, as far as we are able to judge from our transactions with him. When he comes into the store he loosens up, and spends a goodly sum, as much as the next man would do. We do all we can to get him to do this, and it is with this idea that we have specials. Sometimes we have tobacco specials, and sometimes crockery specials, and these latter seem to interest the farmers as much as foodstuffs.

Mr. Lacombe has opened a new store in the grocery business at 2908 Drolet St., Montreal. Mr. Lacombe was formerly in the same line of business, and is renewing his activities. He found prices on all lines considerably higher than when he was at first in business, and his experience is a fair gauge of the general rise in provision and grocery prices.

$75 Dollars Weekly in Tobacco

The Turnover of a Brockville Grocer—Has a Steadily Growing Trade in Both Smoking and Chewing Lines—Does Not Display His Wares in Salesman: the Reasons Therefor—Has Big Summer Cottagers' Trade.

Authorized interview with H. T. Murray, Brockville.

H. T. MURRAY, of Brockville, is a grocer who, amongst other things, has a trade amounting to $75 a week in tobacco and cigars. This, considering the location of the store and that Brockville has as much competition in specialized cigar and tobacco businesses as it has, is a remarkable effort. Moreover, it is a steady trade and one which is increasing weekly. Mr. Murray's store is located on King street, Brockville, and is a business well established in the city. It is probably for this reason more than any other that Mr. Murray has developed his various departments, and particularly in tobaccos. This, too, is in face of the fact that he does not display tobacco.

"Our trade in tobacco and cigars is a steady one," he said, "and it requires little boosting."

That is one result from an old-established business.

"We have a steady trade which is growing a little every week, and it has been secured by what I think I may call conservative handling of this department. There are scores of men in Brockville who come into the store when their wives are buying foodstuffs, or occasionally when they are alone. These are the men who buy, and make our department. It has always been this way with us and our trade in this department has simply come through men in the town knowing that we handle these lines.

"There is one consideration," went on Mr. Murray, "which one has to look after. There are some people who do not think that tobacco should be handled in a grocery store. As the great burden of turnover is in foodstuffs, it is natural that no grocer is anxious to offend any customer for these, by handling a line which, to sensible people, is perfectly all right, but which some cranks think is perhaps not suitable for a grocery store."

"In what way is your tobacco trade of $75 a week made up?" was the question asked Mr. Murray.

"Probably we divide up equally on chewing and smoking tobaccos. There is quite a lot of trade to be had from the former line. It is not only in smoking materials that we make money in this department, but also in tobacco for chewing purposes."

Big Cottagers' Trade

Mr. Murray has also a big trade in summer with cottagers who are out on the Brockville and Westport line.

"This has run as high as $113 in one day," said Mr. Murray to CANADIAN GROCER. "This was, however, a record, and it is not often that we equal that. Nevertheless, I have found it pays to develop trade among summer cottagers. I secure orders one morning and deliver them the next morning. We usually have enough orders gotten one day to take us most of the next in filling; that is in addition to handling our ordinary city trade, and they are, therefore, delivered the morning after. This summer trade pays, because cottagers, being away from the stores themselves, are always likely to be on the safe side, and order sufficient rather than not order enough. Moreover, one can do good work in selling many lines, which are suitable for picnics and out-of-door purposes; thus, soft drinks is a particularly profitable line with customers of this kind."

Mr. Murray has been established in Brockville for many years now and has a store which is a landmark in the city.

THAT LITTLE AD THAT MADE HIM MAD.

He saw the ad from day to day, and muttered, "I defy it; their stuff may be just what they say, but I'm not going to buy it." As time wore on, he made remarks it would not do to mention; for he was mad because that ad was forced on his attention.

But in a week, or two, or three, he said: "There's no denying, the way that ad gets hold of me; the stuff may be worth trying." For just about a fortnight more, he dared mere words to win him, and then the ad completely had —aroused the spender in him.

Next day he drifted in a store, and quietly expended a few big iron dollars for the stuff the ad commended. He found it filled a longfelt need; its excellence surprised him, and now he's glad because the ad so deftly hypnotized him.— James J. Montague.

$50 Weekly in Biscuits

"Biscuits to Suit all Tastes and all Incomes" is the Slogan of Sarnia Dealer—Remarks Upon the Necessity of Catering to All-round Trade — The Appeal of the "Better-class" Line to the Moderate Income—Biscuits Line One Side of Store.

Authorized interview with Peter Carke, Sarnia, Ont.

A GOOD many grocers are apt to consider that biscuits are just one of many miscellaneous lines in a grocery store in which sales occur, from time to time, but which does not demand any special attention. Yet, if it has special attention, it is unquestioned that a very large business may be done in biscuits. This is the experience of Peter Clarke, of Sarnia, Ont., who, during the summer weeks, regularly does a trade of $50 a week, and nearly equals that in winter time.

Mr. Clarke discussed this matter with CANADIAN GROCER recently, and said that, in his opinion, the first requisite for creating a good big business in biscuits, was to handle lines which would appeal to people of all classes of incomes.

"Some grocers make the mistake," said Mr. Clarke to CANADIAN GROCER, "of handling either too many high-class lines, and two few which are within the reach of people of moderate income, or else vice versa. Some grocers do not remember that the great majority of their customers are people of average, not to say very moderate income. Others make the mistake in a different way and do not cater at all to people of an income sufficiently large to admit of their buying very high-class stuff. In handling like biscuits, it seems to be of paramount importance to look to all avenues for trade in these lines. My motto has been: 'Biscuits to suit all tastes', and 'Biscuits to suit all incomes.' Of course, I suppose that the kind of biscuits the grocer handles depends upon what kind of a store he has. For instance, it would be foolish for a grocer in a very high-class locality to buy inferior or even moderately good biscuits. He needs to have his shelves stocked with high-class goods, because he has a high-class trade, which has a high-class purse."

In Mr. Clarke's store, biscuits are sufficiently important that they line one side of the store from the door half the length of the store. Box after box and shelf after shelf are filled with biscuits.

"I make a big play," said he, "in summer, with non-stove users. Most people during the summer months do not do any baking, biscuit making or cake making at all. It is too hot to pore over a stove. The average housewife does not light her stove at all in the summer months for anything but immediate necessities for meals, such as meat and so on, and precious little of that. Yet biscuits are a big line for picnics, as well as for the house, in summer time. They are a light food, and yet a good food; 'baked twice,' as their name implies, and

GOOD ideas in the matter of displaying and storing goods can always be obtained from a visit to a Grocery Department in one of the larger Departmental stores. A very attractive and efficient Department in many respects is that of the R. H. Williams Co., Regina, Sask. As will be seen from the accompanying photograph it is almost in the shape of an "L" extending along one side, and occupying a rear corner of the store. A feature that strikes the eye at once is the splendid use made of the tops of wall fixtures, refrigerators, show cases, etc., for the display of stock. Canned and cased goods are attractively pyramided. Another notable feature is the amount of refrigeration for grocery and provision lines. This gives the Department an attractively sanitary appearance.

The policy governing the whole store applies, of course, to the Grocery Department, and consequently the keynotes are prompt and courteous service, and prompt and sure delivery. This policy, added to the attractiveness of the stock, has resulted in building up a big turnover in that Department.

they unquestionably fill the bill as an outing dish. I cater to this by having the whole staff mention the matter to whoever comes into the store. If a woman comes in to buy anything for her shelves, we point out that we have some mighty good lines in biscuits, and we mention the line and the price most likely, we think, to attract her.''

In Winter, Too

Then Mr. Clarke gets the trade in winter, too. He points out that the social functions connected with winter are multifarious, and that biscuits are a dish that cannot be bettered in the evening's food programme.

''You would be surprised,'' he said, ''if you knew how much trade we get in higher price lines. I have figured it out that largely it is a matter of pride rather than price. Tell a woman that a biscuit is worth 25c and another 35c, and she'll struggle to have the latter line. She is tempted to expend the few extra cents for the sake of that 'something better,' even though perhaps she had not figured on spending so much on biscuits. She probably really couldn't afford it, but the sight of the better line, and the knowledge that it is better, tempt her to say to herself, 'I'll have those, because I like to think I'm able to buy high-class goods.' ''

What Is a Grocer?

What a grocer is and what a grocer should be, are not always synonymous, says *The Grocer's Assistant*. There are many misfits in the grocery business, and although some of these manage to squeeze out a living, they never become real, live, up-to-date grocers.

The grocer is a power in his community, because he has always the welfare of his patrons, and, naturally himself, at heart.

It is to his interest to please his customers. His motive for doing so is, of course, to increase his trade, but I believe above that motive, the motive to do well by his people also should be, and is, a marked one with the successful grocer.

A grocer is a pretty good fellow. I never yet saw a bad man thrive in the grocery business.

The dictionary says a grocer is a dealer in coffee, tea, sugar, spices, etc. If a grocer had to put up these things and receive his cash his business would be as complicated as that of the man at a peanut stand. But, instead of this, a grocer has to be capable of competing with his fellow-grocers to get a market for his goods at all.

He should know how to choose his employees that they may bring in more trade. He should also know his customers, and to some extent their financial standing, for, as was recently said, ''The grocery business is the greatest trust on earth,'' and whom to trust and whom not to trust is the question. ''Too much credit'' is the grocers' Waterloo.

Looking deeply in to the make-up of a grocer, we find he has many characteristics necessary to other business men. He comes in contact with the greatest variety of human environments, therefore he is a student of human nature.

He often listens to excuses and ''tales of woe'' when bills become due, and it is then he blends his judgment and fairness into the art of diplomacy. Hence he is a diplomat.

A grocer is also a policeman, and must track his beat. A dead beat must be made alive to the fact that there is a bill outstanding against him.

A grocer is a student of economy. He is careful to sort over fruits and all kinds of soiled stock. He never uses more paper and twine than is necessary, nor does he give overweight. He gets good goods, and fights shy of ''stockers.''

A grocer is a decorator. In his window are pleasing and attractive displays. His show cases, counters, desks, shelves, and tables are free from dust, and goods are well arranged on these. Cleanliness, neatness and order work for more trade.

A grocer is a bookkeeper. He uses the quickest and easiest method of indicating the condition of his business. A grocer is a conversationalist. When soliciting he knows how to steer the talk his way. He gets down to business, and does it in a courteous manner. He knows when to listen.

A grocer is a gentleman. He treats his customers courteously. He sells honest goods, and demands a reasonable profit on such.

He tries to keep down the cost of living to the reach of the average family.

In this effort a grocer is a better philanthropist than a good many of our millionaires.

It is clearly apparent to you, my friends, that this endeavor to defend a grocer is not complete nor exact, but it is my approximate of a successful grocer.

A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE

(Continued fro mpage 96.)

grocers who devote no time and consideration at all to getting their store orderly, are able at any minute to lay their hands on whatever they want. It seems to me that with so many lines, unless there is a place for everything, and everything is in its place, business cannot be conducted on the most highly efficient lines.

The window is run on similar lines and a medley of lines is never shown. Something is always made the leader, and so, though there may be several lines of foodstuffs, there is never merely a heterogeneous jumble, but a well defined and ordered plan of display.

A Refrigerator Vault

At the rear of the store, Mr. Palmer has a refrigerator vault in which he keeps his butter and eggs, meats, cooked meats and bacons. This vault is about twelve feet square and with a height of about ten feet. It is excellently cooled and provides not only a place for provisions, but, during the summer time, a good storehouse for fresh fruits that might feel the burden and heat of summer days. Were Mr. Palmer's store sufficiently large, he would rather have his provision department and refrigerator system actually in the store, in order that he might save the time at present spent, walking to and fro between the store and this vault. However, he is limited for space and cannot do as he would wish in this regard.

Mr. Palmer made a very important point in further discussing this matter of everything in its place, and a place for everything. He pointed out that with an efficient and well ordered store, extra help might be dispensed with and a grocer might get along with fewer clerks, than if his store was badly arranged.

''You can make equipment do so much for you in these days,'' said Mr. Palmer, ''so you really cash in on a well-arranged store. For, if things are so fixed as to entail a minimum of journeying up and down the store and a consequent minimum of time spent in detail, extra help is unnecessary and a grocer can get along on a considerably smaller pay roll than would otherwise be the case.''

BIG TOBACCO BUYING

Tobacco buying from Montreal and Quebec have turned what threatened to be a loss of a quarter million dollars from frost, into a substantial profit. In the past few days they have purchased over three million pounds in this district at a good price, for leaf which was frost-bitten, as high as twelve cents per pound having been paid.

Putting Interest Into Your Advertising

The Grocer's Problems and Perplexities—How a Grocer Built Up a Name for His Store—Suggestive Advertising Good—Cook and Menu Books Valuable—Creative Salesmanship the Big Idea

By John C. Kirkwood.

ADVERTISING a grocery store presents its difficulties and problems. The tendency is to give a list of prices and to list merchandise in ordinary demand. But this sort of advertising for the average grocer is not very appealing, for his offerings and prices are not likely to differ much from what his competitors can offer; besides which the opportunity to make striking price reductions are not very great, since grocery profits are notoriously slender.

The great majority of grocery items are bought only to disappear from sight—this by way of contrast with the merchandise of the dry goods man, the hardware dealer, or the boot and shoe dealer. Apparel for body, hands, feet and head lives to be seen—much of it, at any rate, and is supposed to wear long in the form in which it is bought. So with much of the merchandise sold by the hardware dealer, the jeweller, the furniture dealer, and so on. But in the case of groceries, the case is quite different. Sugar, baking powder, flour, raisins, salt, rice, canned goods, cereals, soap—all disappear almost as soon as purchased; and are transformed, or are incorporated, in their uses. Quality counts, of course; but the quality factor is not much in evidence in the product in the form in which it is consumed.

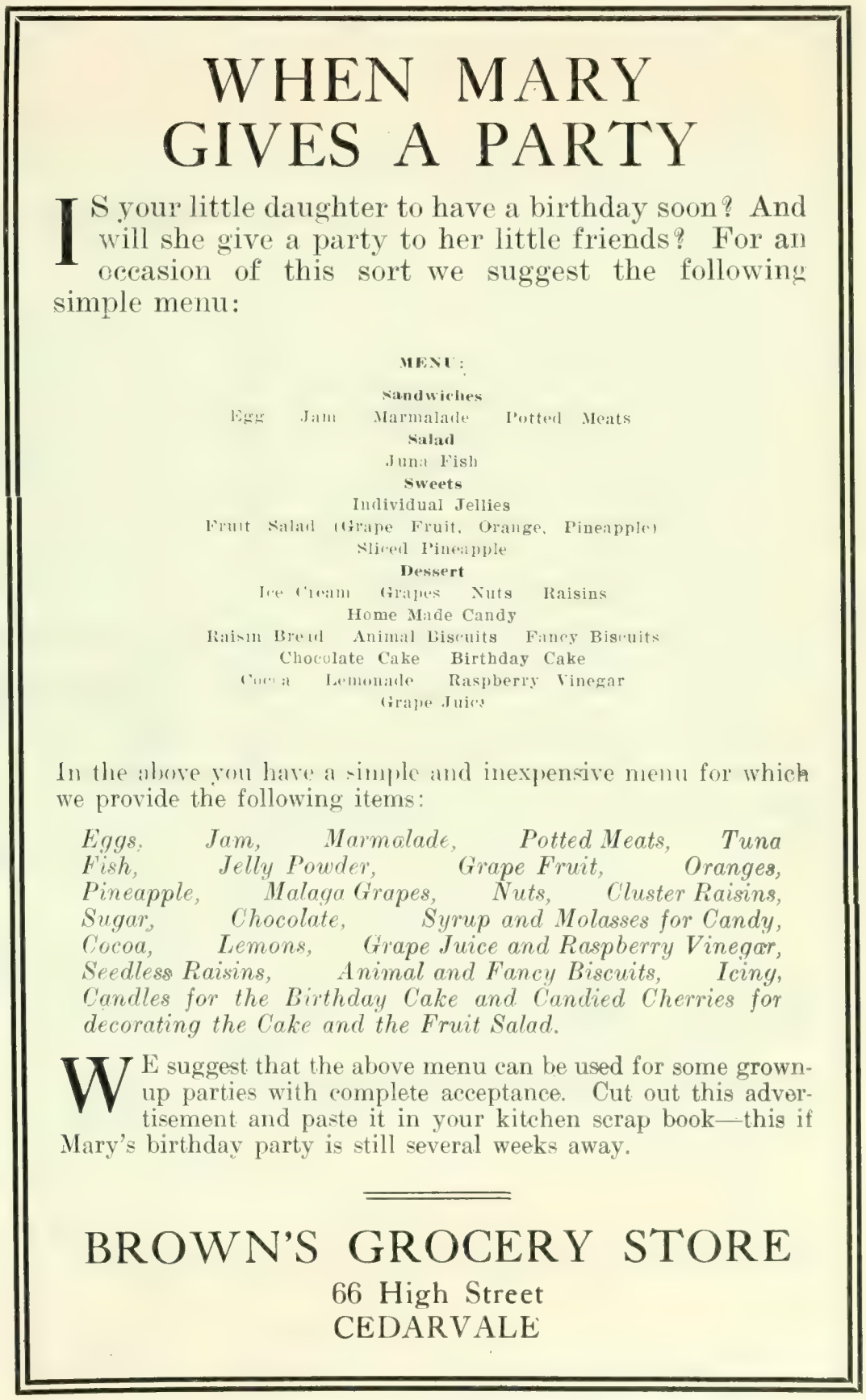
Again, the ordinary or staple lines provided by grocers are so thoroughly known by consumers that a listing of them, in most communities, is rather insipid advertising, and a kind of advertising but little responded to.

If the grocer does an extensive credit business, then his troubles are added to when he offers merchandise at cut prices.

Also, the insistence on the fact that quality goods and a superior service are provided is not very appealing to the reader; and has minimum effect in attracting trade.

In big cities, served by newspapers of large circulation, the grocer is only in rare cases a buyer of their white space—this because his business is a neighborhood business, and he feels that it is foolish to buy space in a paper that has so much waste circulation, so far as his field is concerned. A downtown grocer in a big city is usually prepared to give delivery to all parts of the city, and so he can use the newspapers, but for the neighborhood grocer, the case is different.

These, in brief, are some of the perplexities and problems of the average grocer; and perhaps they explain why grocers' advertising is not as general as it should be; and as interesting as it can be made. I propose, therefore, in this article, to suggest to readers of THE CANADIAN GROCER some ways and ideas by which they can make their advertising more interesting and distinctive, and more resultful; and I am glad to be able to illustrate what I have to say by some examples of the style of advertising I would recommend



WHEN MARY GIVES A PARTY

IS your little daughter to have a birthday soon? And will she give a party to her little friends? For an occasion of this sort we suggest the following simple menu:

MENU:

Sandwiches
Egg Jam Marmalade Potted Meats
Salad
Juna Fish
Sweets
Individual Jellies
Fruit Salad (Grape Fruit, Orange, Pineapple)
Sliced Pineapple
Dessert
Ice Cream Grapes Nuts Raisins
Home Made Candy
Raisin Bread Animal Biscuits Fancy Biscuits
Chocolate Cake Birthday Cake
Cocoa Lemonade Raspberry Vinegar
Grape Juice

In the above you have a simple and inexpensive menu for which we provide the following items:

Eggs, Jam, Marmalade, Potted Meats, Tuna Fish, Jelly Powder, Grape Fruit, Oranges, Pineapple, Malaga Grapes, Nuts, Cluster Raisins, Sugar, Chocolate, Syrup and Molasses for Candy, Cocoa, Lemons, Grape Juice and Raspberry Vinegar, Seedless Raisins, Animal and Fancy Biscuits, Icing, Candles for the Birthday Cake and Candied Cherries for decorating the Cake and the Fruit Salad.

WE suggest that the above menu can be used for some grown-up parties with complete acceptance. Cut out this advertisement and paste it in your kitchen scrap book—this if Mary's birthday party is still several weeks away.

BROWN'S GROCERY STORE
66 High Street
CEDARVALE

Suggested advertisement of the suggestion type. See note on same in accompanying article.

Can You Cook Prunes Correctly?

SOME FOLKS of the Santa Clara Valley, California, have an idea that their famous product suffers much at hands of unwise cooks. Shall I tell you what they believe is the correct way to cook Prunes?

Recipe No. 1

First procure a pound or two of McCULLY'S SANTA CLARA VALLEY PRUNES, —cleanse thoroughly then soak in water for ten or twelve hours, adding a little granulated sugar when putting to soak. After this soaking, the fruit will assume the full size it had on the tree, and is ready to be simmered on the back of the stove—not boiled, simmer only. When they are tender, they are ready for the table. Serve cold with a little cream. A little sliced lemon or orange added just before simmering will give a rich color and flavor to the syrup.

McCully's Santa Clara Valley Prunes

come in three sizes—

Large size, per pound.....20c
Medium size, per pound....15c
Small size, per pound.....10c

SANTA CLARA VALLEY PEACHES

Evaporated, per pound.....10c

SANTA CLARA VALLEY APRICOTS

Evaporated, per pound.....20c

PRUNE NUT JELLY

Soak two tablespoonfuls of gelatine in half pint of cold water for an hour. Have ready half a pound of cooked prunes which have had the stones removed and been flavored with lemon and sugar. Have ready also half a cupful of chopped mixed nuts. Pour the prunes, still nearly boiling hot, into the gelatine and stir in the nuts. Put in a jelley mold, set it aside to cool, and serve with whipped cream.

KNOX'S GELATINE

Plain, per package.....15c
Acidulated, per package....15c

McLAREN'S GELATINE

Plain, per package.....13c

SHEET GELATINE

White, per ounce.....5c

McLAREN'S JELLY POWDERS

All fruit flavors, per pkg...10c
3 packages for.....25c

BEE BRAND JELLY POWDERS

All fruit flavors, per pkg....5c

Have You Tried Our Minute Puddings

Chocolate, Almond, Cocoanut, Vanilla, Rose, Lemon.

10c per package

W. J. McCULLY QUALITY GROCER

PHONE 64 OR 65. DOWNIE AND ERIE

No. 1—An advertisement of the right sort suggestive, interesting and with real selling value. Note the catch line and live introduction.

These Three Advertisements

illustrate the article begun on page 101 and completed on the page opposite. No. 1 and No. 2 are interpreted by the inscription below them; likewise No. 3. It is instantly clear that advertisements No. 1 and No. 2 have an interest quality not possessed by the type of advertisement which No. 3 illustrates. Grocery advertising can—and should—be made interesting.

Beaton's Phones 61 and 223

Mustard Pickle Recipe

¼ lb. whole Pepper
½ lb. whole Ginger
½ lb whole Allspice
¼ lb. best Mustard
½ oz. whole Cloves
¼ lb. Turmeric
½ lb Mustard Seed
½ lb. Salt, ¾ oz. Alum
2 gallons pure Apple Juice Vinegar

Vinegar and Spices to be mixed and well stirred together. Crush Alum and Salt and dissolve in a little Vinegar, before adding. Cauliflower and Onions must be scalded in Salt and Water before putting into the Vinegar. Prepare amount of Pickles you need and put Vegetables in as you get them. When package is full stir occasionally till well pickled. This recipe will fill a four gallon crock

PICKLES made from this recipe will cause you no regrets if you get your Spices and other ingredients at **Beaton's Grocery.**

Pure Apple Juice Vinegar per gallon 40c
White Wine Vinegar per gallon 40c
Strong Pickling Vinegar per gallon 50c
English Malt Vinegar per gallon 75c

Beaton's Busy Store

Simcoe St. South OSHAWA, Ont.

No. 2.—This advertisement is certain to attract the attention of the housewife, and must add to the esteem of Beaton's Busy Store, and see some of the lines suggested.

Powell & Co., Ltd.

BARTLET PEARS

We have 100 baskets of choice medium sized Bartlet Pears, suitable for canning, price, per large basket, 45c. Right now is the time to buy.

PEACHES FOR CANNING

Yellow St. Johns, Crawford and other choice varieties, large baskets, 75c to 90c; small baskets, 50c.

PLUMS

All varieties, extra choice fruit, per basket, 45c to 75c.

FOR PICKLES

Gherkins, per basket, 45c to 75c. Extra small Pickling Onions, per basket, 60c; per quart, 13c. Small Silver Skin Onions, per basket, $1.00; per quart, 20c. Large Onions, basket, 85c. Celery, Red and Green Peppers. Best XXX Vinegars, per gallon, 40c. Whole Mixed Spice, per lb., 25c. We have a full line of all Spices, guaranteed pure.

GRAPES

Moore's Early, choice fruit, well filled baskets, 35c.

APPLES

Choice lot in to-day, per basket, 50c. Also a few baskets of Crabapples, per basket, 30c.

MELONS

Salmon fleshed and Sugar Sweets, 10c to 20c each.

HONEY

The finest in the land, quality cannot be surpassed. In quantities, per lb., 12½c; 10-lb. pails, $1.35; quart jars, 45c; in glass, 15c and 20c.

BUTTER

Sheffield Creamery Butter, per lb., 40c. Choice Dairy, lb., 37c.

SUGARS

Are down just at the time when you need most. 12 lbs. Redpath's best granulated for $1.00; 20-lb. bag, $1.65; 100-lb. bag, $7.90. Yellow, 13 lbs. for $1.00; 100-lb. bag, $7.60. Icing, per lb., 10c. Cut Loaf, per lb., 10c. Berry, per lb., 10c.

STORE CLOSES AT 12.30 EACH WEDNESDAY IN SEPTEMBER AND OCTOBER

King and Main St., Dundas. Phones 27 and 196

No. 3—A passable example of the Bulletin type advertisement—a mere listing of lines and prices. Useful, perhaps, but devoid of appeal and without selling "punch."

—examples found in Canadian newspapers.

Giving a Store a Reputation

One of the first suggestions I have to offer is — advertise the line or lines which your competitors are not likely to be able to duplicate. This means that you should go in for specialties. May I quote out of my own experience as a grocer—an experience going back to the '90's of last century. I was the first grocer in my town to sell cooked ham. This I advertised freely, and this most useful line attracted customers of other stores. I didn't make these buyers regular customers; but I did increase my turnover; and the line advertised our business.

Ours was the first grocery store in town to go in strongly for fancy biscuits. Like other stores, we handled, in the beginning, only the usual stock lines — soda biscuits, ginger and molasses snaps, sultanas, and perhaps one or two other lines. The bakers carried a much larger line of fancy biscuits than the grocers did. We put in a good display fixture and carried a large variety. Town customers discovered this, and for afternoon teas and for other occasions, our lines of higher-priced fancy biscuits soon became very much in demand.

We handled a very superior line of breakfast bacon. In those remote days of low prices, common bacon sold at 13 cents a lb. The special line we handled retailed for 17 cents. It compared with English bacon — sweet and non-salty. This brand we advertised, and it attracted trade.

We went in for some novelties—soup squares, for example; this in a day when dry soups were decidedly uncommon. From the advertising columns of THE CANADIAN GROCER—then with its robin-egg-blue cover—I learned of many special things for which in my town there was absolutely no demand—and no knowledge. Many of these special things I put in stock—small quantities; and our staff were instructed to make these known to our best class of trade.

Always we had special and unusual lines to show our customers, and while sales in many lines didn't amount to a great deal, yet the effect of this policy was very marked: our store became known as a place where one could get acquainted with new goods; our salesmen were kept alert and interested and took a real pride in the store's growing reputation; we attracted permanent new customers, and many other townspeople for casual purchases; we were called "smart fellows" by traveling men, and this reputation didn't do us any harm.

So was I furnished with material for advertisements that my opposition couldn't duplicate. I did advertise many times such items as:

3 tins of Aylmer Canned Goods... 25c
Clover Leaf Salmon 15c
3 lbs. Tillson's Rolled Oats 25c
3 lbs. Valencias Raisins 25c
"Excelsior" Coffee 40c

but then, and now, I never could see much good in advertising of this sort—common lines at prevalent prices.

And so I say to you—get special lines —exclusive lines, if you can—and feature them in your advertising—this not so much to sell these lines as to give your advertising difference and distinction, and to build up a reputation for your store, which reputation will attract many customers and get your store talked about by women to their friends, at social affairs when dainty things are being served, and in the ordinary gossip of women which very often has to do with eatables and menus.

Advertising of the Suggestive Kind

Another type of advertising for grocers is suggestive advertising; that is, advertising which suggests special things in connection with special needs, times and occasions. For example, the occasion of approaching Christmas gives the grocer apportunity to do interesting advertising; likewise do other anniversary or special occasions—birthday and hallowe'en parties, formal dinners, luncheons, and so on. Here again the tendency may be merely to list lines, but this tendency while not perhaps to be completely resisted, should not be allowed to rule supreme.

An illustration will make this clear We shall suppose the occasion is a little girl's birthday party. What things does the grocer provide for an event of this nature? There are small candles, raisins for currant bread, candied cherries for adorning the cake, grape fruit salad, egg or marmalade sandwiches, macaroons, chocolate cake, home-made candies, jelly powder, table raisins, Malaga grapes, nuts—perhaps raspberry vinegar, grape juice, cocoa, or lemonade. Suppose that the grocer suggests in his advertisement the menu for a child's birthday party, he then will be supplying an advertisement of genuine interest and appeal. A specimen advertisement is provided on page 101.

This same idea can be followed many times, and always advantageously, since the resulting advertising possesses real interest, will create talk and will perform a real service. This idea is being employed by some grocers, as the advertisements reproduced to illustrate this article shown on page 102.

In the preparation of advertisements of this kind, grocers can find real help from a study of cook books. Also, there are numerous books purchasable dealing directly with menus for various occasions. The possession and use of some of these books will give the grocer and his staff a new vision of the possibilities of creative salesmanship.

Creation and Enlargement of Demand.

Creative Salesmanship! This should be the idea always: The creation of demand for unknown or slow-selling lines, or the attracting of new customers; or the enlargement of demand for lines of common use. Suppose, for example, the grocer can start the young people of his community making home-made candy. Thus he will increase the sale of sugars, chocolate, cocoa, cocoanut, molasses, syrup, butter, dates, nuts, and what not.

When preserving time arrives he may be able to induce many a home to make some new preserve—by suggestion.

Just now is oyster season. Suggest to your customers various ways of serving or eating oysters. Suggest lemon juice, salt, and cayenne pepper, instead of vinegar, as a variation, for the enjoyment of raw oysters. Suggest oysters as a just-before-bedtime dish, served raw, accompanied by brown bread and butter cut to extreme thinness. Suggest fried oysters as a noonday item, with a touch of butter and pepper on each, and vinegar and grated nutmeg added when once they are served. Or if they are to be served as a stew, suggest that bits of mace float in the golden liquid to add a sympathetic color touch. Then there are oyster croquettes, scalloped oysters, roasted oysters, fricassed oysters, and other agreeable ways of serving them. That is, the grocer can by suggestion endow oysters with a new appeal, and so increase the consumption of them.

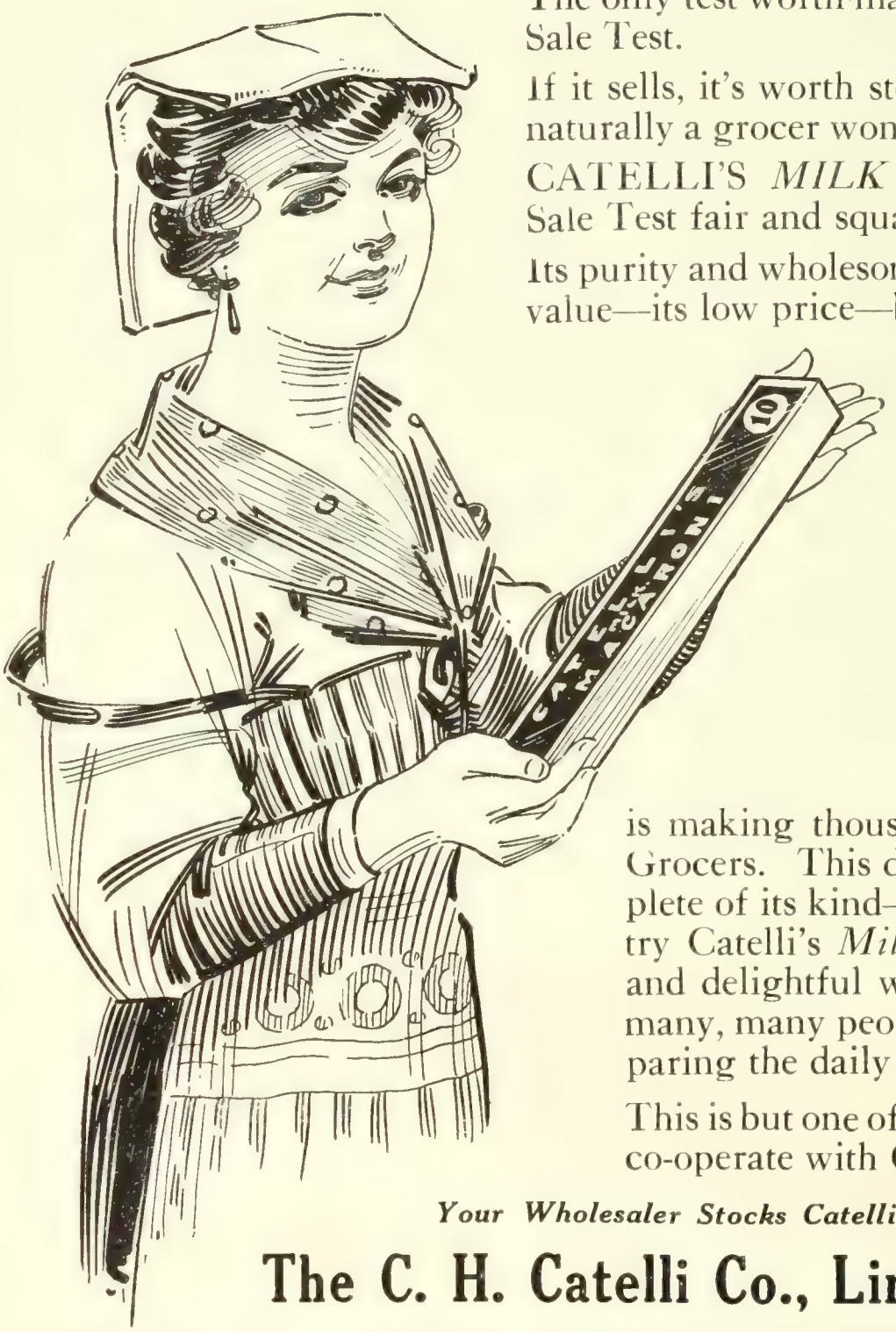
This sort of advertising— of the suggestive type—designed to **create** sales, demands time and thought, two things the average retailer does not give to his advertising. It is truly said that we get out of a thing no more than we put into it, and this applies to our use of newspaper space. One chief reason why much retail advertising is disappointing alike to advertiser and readers is that it is hurried and thoughtless in its preparation. Sometimes the grocer holds advertising in small esteem, blaming the newspaper or the public, or advertising for the resultlessness of advertising. But, would a garden or farm cultivated with equal hurriedness and thoughtlessness yield its tiller good results?

* * *

In the foregoing the aim has been to suggest to the grocer how he can endow his advertising with difference, distinction, interest and selling power. Only the fringe of the subject, however, has been touched on. Behind the ideas put forward is the larger idea of **Creative Selling**, which takes in much more than newspaper advertising, and which is as the mainspring in a watch—the source of all activity and progress.

CATELLI'S MILK MACARONI

The Pure Food Success of the Year



The only test worth making of a new article is the Sale Test.

If it sells, it's worth stocking — if it doesn't sell, naturally a grocer won't bother with it.

CATELLI'S *MILK* MACARONI meets the Sale Test fair and square.

Its purity and wholesomeness—its wonderful food value—its low price—backed by our big advertising campaign—are bringing sales, and *repeat sales*, to every grocer who is handling it.

"The Girl at Catelli's"

is making thousands of customers for the Grocers. This dainty book—the most complete of its kind—tempts ambitious cooks to try Catelli's *Milk* Macaroni in many new and delightful ways. It has also induced many, many people to use Macaroni in preparing the daily meals.

This is but one of the many ways in which we co-operate with Grocers to increase sales.

Your Wholesaler Stocks Catelli's MILK Macaroni

The C. H. Catelli Co., Limited, - Montreal

CATELLI'S MILK MACARONI

Has Stepped Right Into the Front Rank of the Grocer's Best Sellers

because of the manner in which we are backing up Catelli quality with Catelli advertising and Catelli sales helps.

Fifty-two of the leading newspapers and magazines are carrying Catelli advertising.

Thousands of copies of the daintiest cook book of its kind ever issued—"The Girl at Catelli's"—are being distributed.

Demonstrations are being made in the leading cities—also at the Toronto and Ottawa Exhibitions—where many thousands will learn more about the wonderful food value and deliciousness of this finest of all macaronis.

Big 24 sheet Posters on the billboards are also helping to focus the attention of the passing throngs, to the merits of this now-famous dish.

In fact, everything that will help sales at all, is being done—and done well—to co-operate with every grocer who is handling Catelli's Milk Macaroni.

Your wholesaler will supply you.

The C. H. Catelli Co.
LIMITED
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Christmas Window Trimming

Suggestions for This Year's Displays Given in Descriptions of the Prize-winning Displays in Last Year's Christmas Contest—The Value of Adequate Display Methods Demonstrated.

FOR many years now it has been the custom of CANADIAN GROCER to run a Christmas window display contest open to Canadian grocers and their clerks. These contests have each year created widespread interest in the trade, particularly along lines of window display, and all sections of the grocery trade have complimented CANADIAN GROCER from time to time on the benefits resulting from them. The entries which came in this year were if anything better than anything we had previously received. This is saying a great deal when readers consider the excellent windows entered in 1914, and displayed in our Fall Campaign Number of 1915. Nevertheless the photographs which are reproduced on the following pages will show that the art of display in Canadian grocery stores is being developed to a supreme point of excellence. We have never received, taking it small and large, better windows than are reproduced in the pages following.

It has been our custom to reproduce the two actual winners, in both A and B class in an early issue in a new year; therefore in the issue of January 21 this year the winner of class A and the winner in class B were represented. We are following our usual custom in reproducing also the four next best displays on the following pages, in view of the fact that they contain suggestions for the Yuletide campaign. The six pages should be among the most interesting in the number to all grocers. Christmas is only but two months ahead and every dealer should be planning his Christmas windows pretty soon. Excellence and timeliness in holdiay displays will help the dealers to get a large share of the trade in his community and the suggestions contained in the following pages will be a valuable means to this end.

CANADIAN GROCER has always been the herald of progress in the art of display. For more than thirty years—ever since the paper was established—we have endeavored to present to our readers the very best in window dressing and naturally take considerable pride in the results shown by our contestants, all of them readers of the CANADIAN GROCER.

Not all of the really worth while windows, which were submitted, are reproduced here on account of lack of space. A large number of particularly fine displays which received and those which did not receive prizes will be presented between now and Christmas and in the opinion of the judges, many of these will be only a very little bit behind the windows which actually won the prizes in point of selling force and attractiveness.

The value of the show window is so fully recognized that the man who can put real selling arguments into his window displays can rest assured that he is contributing an important part to the sales campaign of the store. The window trimmer should be able, therefore, to see a future in his work and should endeavor to get himself in every way possible to live up to his opportunities.

Some of the most successful display men have attained their preeminence by studying the art of display industriously and by the careful collection of material. There are many window trimmers who keep every picture of a display that they come across and file them away under classifications which make it possible to turn them up at any time when needed. See the advantage of this system. A Thanksgiving window is to be made up, say. The display man turns to his folder and finds a dozen or more pictures of Thanksgiving windows, all more or less good and all containing suggestions which can be copied or adapted. The work of building up an attraction which, though it may be borrowed in some respects will nevertheless be striking and original in its genial effect, has been very much simplified.

There is a Western grocer who trims his own windows and who recently reported to a representative of CANADIAN GROCER that he kept every copy of the paper at home which contained especially good window trims. He has in all several hundred copies. These he goes over carefully and regularly and in this way he gains many useful ideas.

WINNERS IN 1915 *CONTEST*

The winners in Class A, that is over 10,000 *population, in* CANADIAN GROCER *Christmas window dressing contest in* 1915 *were as follows:*

First prize, Nation and Shewan, Brandon, Manitoba, dressed by J. F. Nichol.

Second prize, G. F. Grinyer, Toronto, dressed by G. F. Grinyer.

Third prize, W. O. Herron, Toronto, dressed by W. O. Herron.

The winners in Class B, under 10,000 *population were:*

First prize, Ruppel and Co., Elmira, Ont., dressed by C. Percy Ruppel.

Second prize—Piper and Young, Oshawa, Ont., dressed by G. W. Piper.

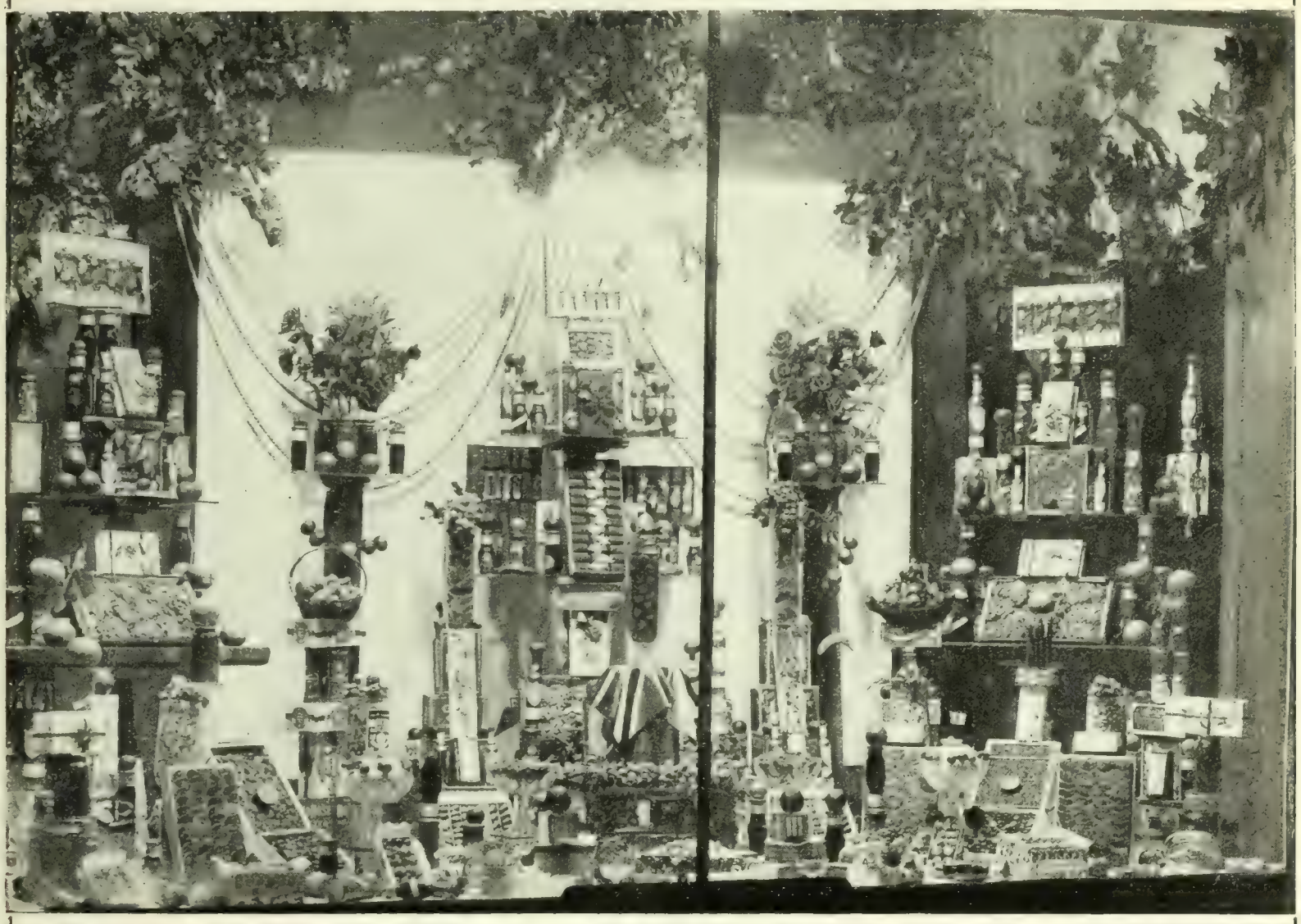
Third prize, Geo. Kerr and Co., Lethbridge, Alberta, dressed by Geo. Kerr.

The prizes in each class consist of $5.00, $3.00 *and* $2.00 *respectively, making ten dollars for each class, and twenty dollars altogether.* CANADIAN GROCER *will again conduct a Christmas window dressing contest this year, the prizes and regulations being the same as last year.*

Winning Window From Brandon

Nation and Shewan Carry off First Prize in Canadian Grocer's Christmas Contest in Class No. 1—A Particularly Fine Trim — Decorations Are Exquisite and Do Not Detract From Prominence of Goods.

By J. F. Nichol, Nation and Shewan, Brandon, Ont



Window of Nation and Shewan, winner of first prize in Class 1, Canadian Grocer's Xmas Contest. Dressed by J. F. Nichol.

This window, the first prize-winner in Class "A," comes from Brandon. It was trimmed there by J. F. Nichol, for Nation and Shewan, and is exceptionally fine, alike from the point of the prominence it gives the goods and the pretty arrangement of decorations. The whole trim suggests an atmosphere of high-class groceries. The mural decorations are particularly fine, while the slender ribbons in color seem to be more effective than the paper decorations frequently used.

On either side of the window are a series of tiers, which correspond to the unit display in the centre between the two panels. These panels consist of pillars surmounted by jars of fruit, and topped by flowers.

Fruits and nuts and candy in various boxes complete this attractive arrangement. It is certainly a remarkably fine window.

The Winner in Class B

Elmira Grocer Leads With Mighty Attractive Window — Light and Shade Particularly Good—Decorations Set Off Quality of Lines Shown— Much Time and Energy Expended Show in the Trim.

By Percy Ruppel, of Ruppel & Co., Elmira.

Ruppel & Co., Elmira, won the first prize in Class "B" of Canadian Grocer's 1915 Xmas Contest.

This is pre-eminently a splendid merchandise window; that is it shows to excellent advantage the goods displayed. Not all windows have this trait, very necessary though it is. Ruppel & Co., however, in a city of ten thousand, hold an important place and their windows are town traditions.

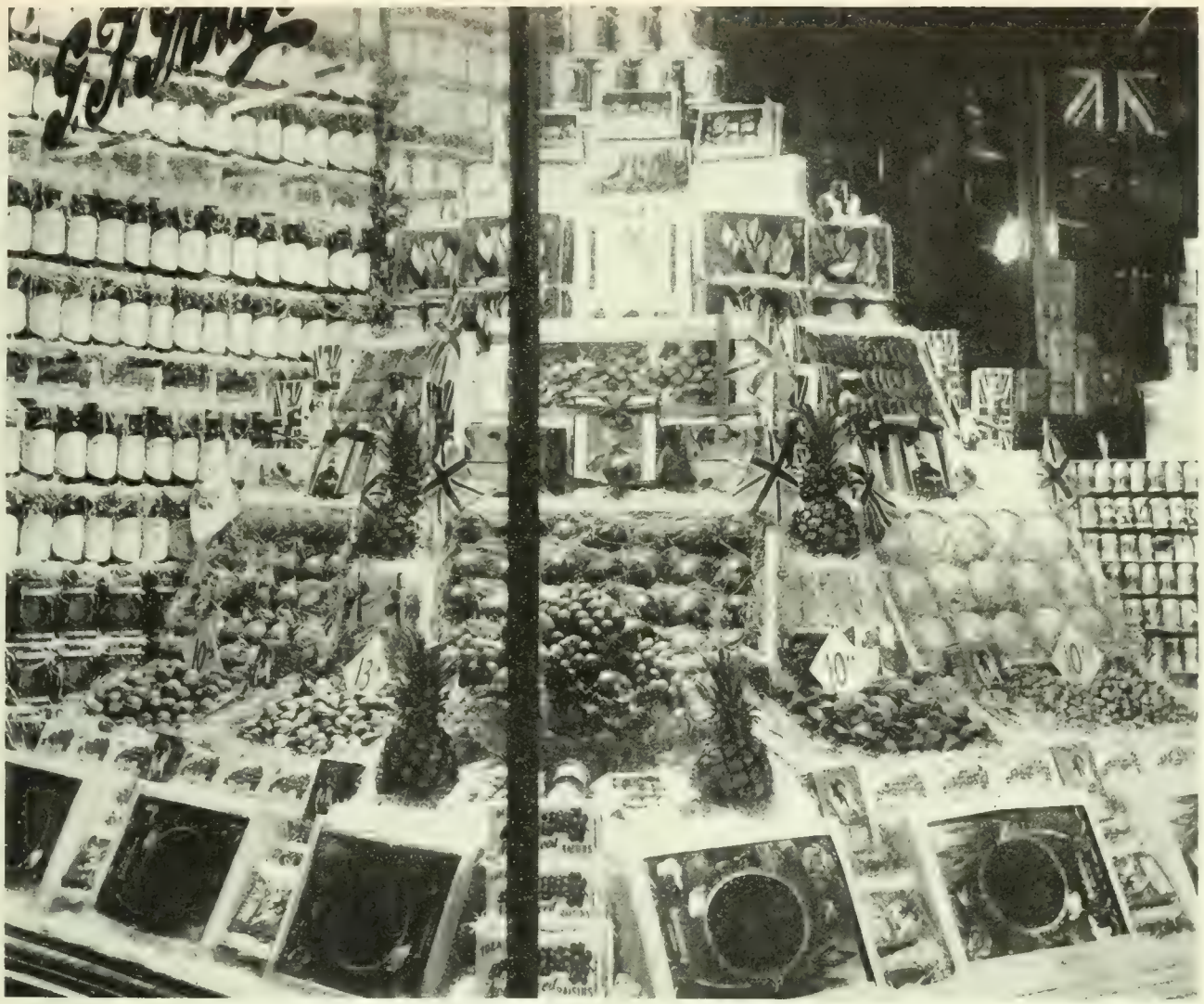
Observe that all parts of the exhibit are ticketed, so that the customers, busy and hurried in their Christmas shopping, do not have to bother to come in and ask price details. They are all there for them, printed.

Note the prominence given to the name and the "Merry Xmas" greeting. The decorations in the form of paper-covered poles are very effective.

Runner-up in the Major Contest

Second Prize in Class "A" Goes to Toronto Merchant—A Most Neat and Attractive Display—The Patriotic Idea Contributes—Holiday Lines in Appetizing Trim—How it Was Made.

By G. F. Grinyer, Toronto.



G. F. Grinyer, of Toronto, was second prize winner in Class "A."

Here is a splendid Christmas window, one of the six best sent in to CANADIAN GROCER in connection with last year's Christmas window competition. It is appealing in every particular and reflects time and energy being spent in its building. Fruits and nuts are the big ideas, but candy is not forgotten, while the shelves show mincemeat.

Notice the use of the flag here and there. It is war time and no display is complete without it. Notice, too, the use of cotton wool and flimsy paper to set off the various colors. Altogether it is a highly creditable effort and Mr. Grinyer will do well if he beats it in 1916 display. It is an undertaking which, though requiring patience, pays for itself by its excellence.

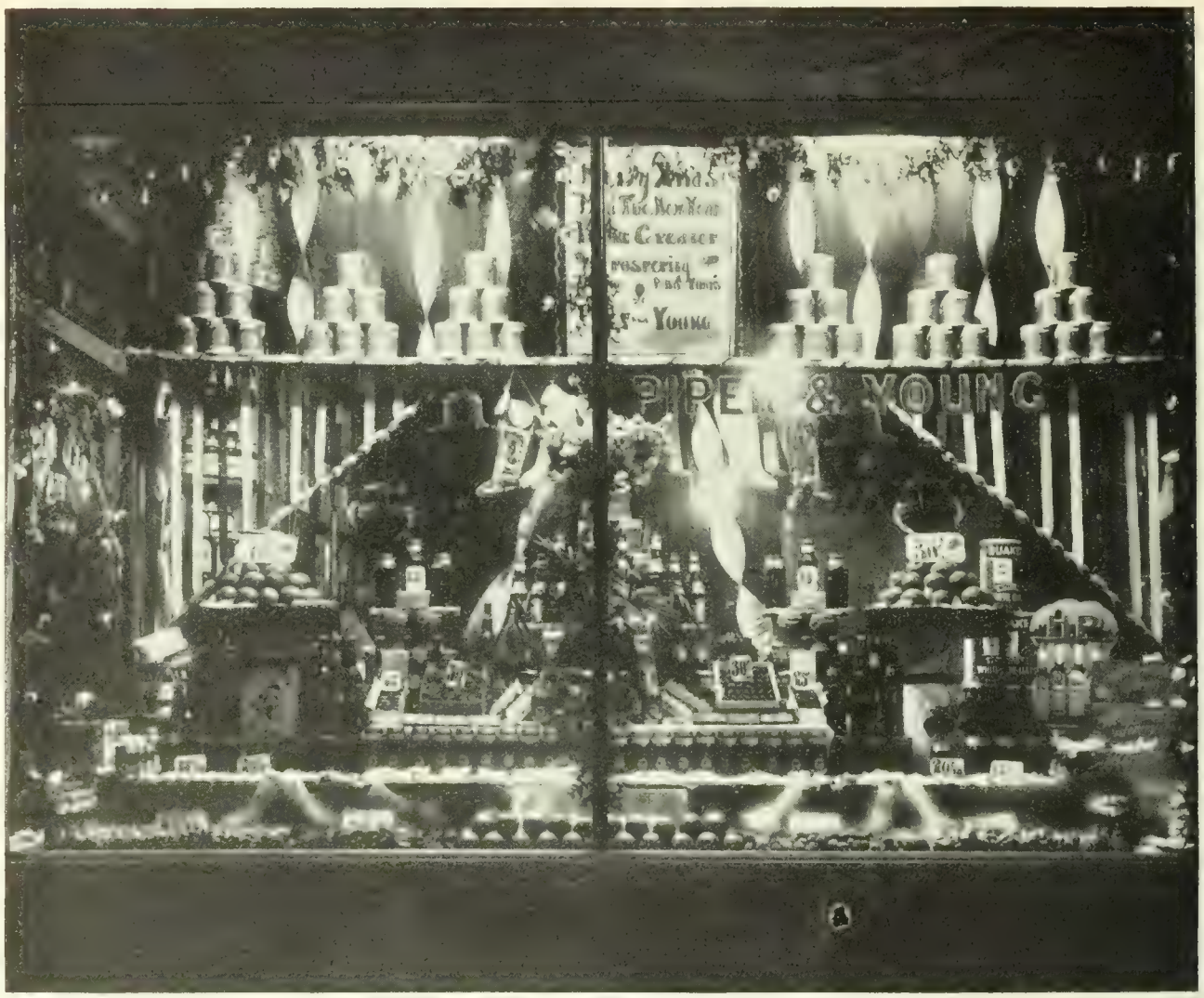
This window is built in a half circle pyramid in a deep window, the window in the doorway being as long or perhaps longer than the front window. The angle is made in the centre of the display.

Three boxes of prunes each side of the base with packets of seedless raisins between each, and the prunes slightly tilted, are the bottom row. Next above that in centre is a large bowl of red and green grapes and a few fancy apples to give the color effect, with two trays of nuts each side and packets of fruit between each. The trays of nuts are raised from the back a little. Behind the glass bowl in centre is a box of fancy apples with a tray of oranges on one side and a tray of grapefruit the other, fruit being filled in with green excelsior. The spaces between the trays are filled in with boxes of chocolates and pineapples. Above the box of apples in the centre are boxes of chocolates, behind them a box of Cluster Raisins covered with glass, with a box of figs on either side. The remainder of the pyramid is made up of boxes of Fancy Fruits, Biscuits, Chocolates and tins of Mincemeat. All the space is filled in with excelsior of a color to blend with the goods displayed. Several small silk flags are placed here and there to give a patriotic finish to the window.

An Oshawa Winner in Class "B"

An Oshawa Winner in Class "B"—Second Prize-Winner Had a Symmetrical and Attractive Trim——It Shows Much Patience and Thought in Arranging—How it Was Made.

By G. B. Piper, of Piper & Young, Oshawa.



Piper and Young, of Oshawa, were runners-up in Class "B" with this trim.

The photograph above shows the window used last year at Christmas time by Piper and Young, of Oshawa. It was a prize-winner in CANADIAN GROCER'S Christmas window contest. Note what excellent use was made of the comparatively small space. The use of Christmas festive hangings lend a very seasonable air to the display. Note the good balance preserved, so that the whole window is symmetrical. Even the decorations are so arranged that they balance, one side with the other.

An important feature is that all goods are clearly marked as to price. Nobody, in the Christmas rush, wants to spend time asking the prices of various lines, and this window obviates that necessity. Even currants, raisins and nuts are priced.

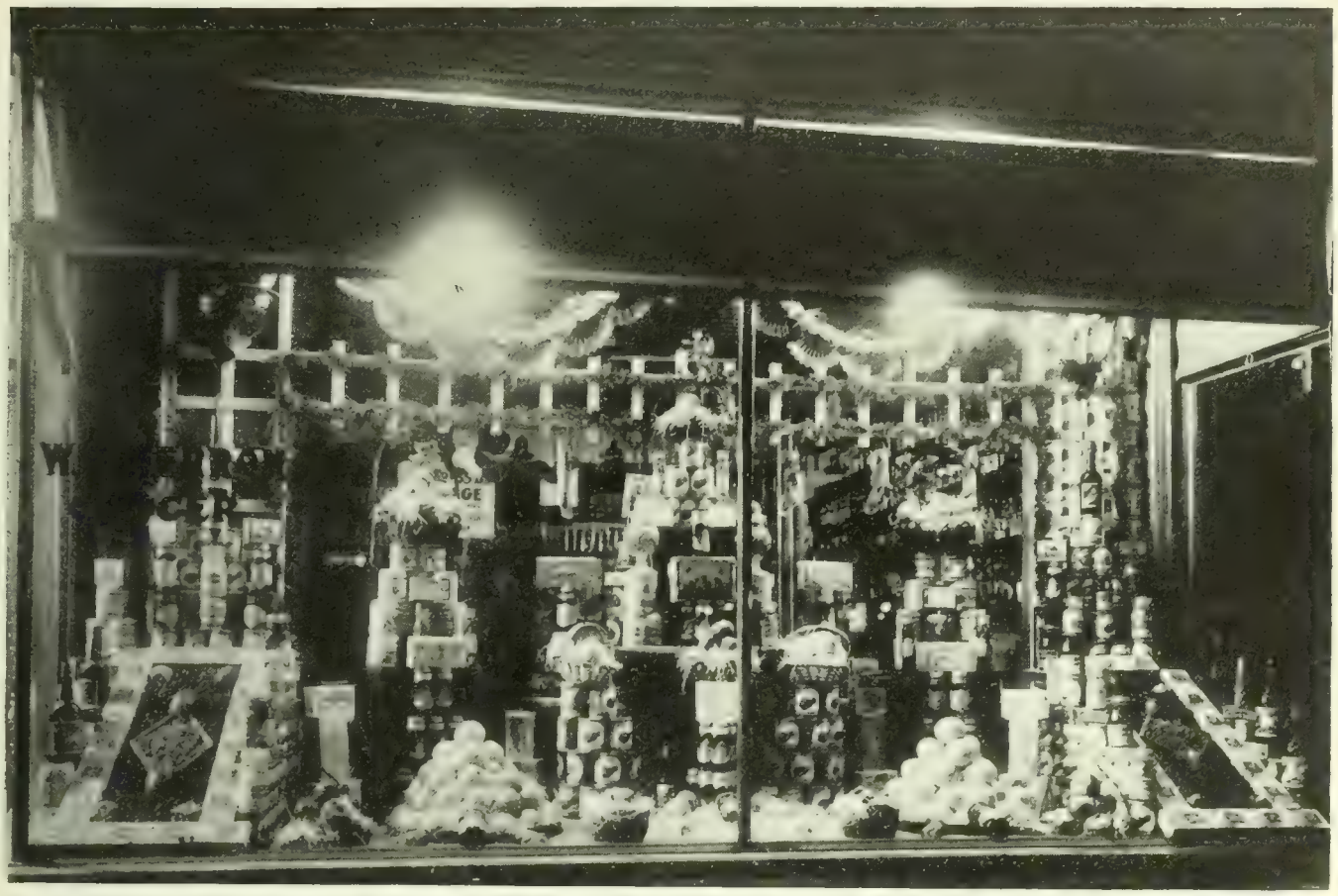
Observe, too, the use of papers of a fancy kind. This is growingly favored by the grocery trade and certainly adds to the pleasing effect.

This window display was dressed by G. E. Piper, of Piper & Young's grocery. The bottom part of this window contains nuts separated by oranges, with Christmas stockings along the edge. The next ledge contains different kinds of candies put in in diamond shapes. The white blocks are loaf sugar arranged in the letters of "Merry Christmas." The pyramid shape in the centre contains a choice line of box chocolates. The palm in centre is surrounded by "Made in Canada" bottle goods. The hanging basket contains bananas and oranges, overhung by Malaga grapes. The ribbon effect is of red, white and blue, contributing to the patriotic idea.

Prize Winner in Big City Class

Beautiful Trim of Toronto Merchant Secured Third Prize in Class "A" — Description of How Display Was Constructed—Lattice Work Background Adds to Attractiveness.

By W. A. Herron, Toronto, Ont.



The attractive display of W. A. Herron, Toronto, a third prize winner in Class "A."

One of the most attractive Christmas windows sent in last holiday season was this prize-winner from W. A. Herron, of Toronto. It was arranged by H. Stanton. The impression of lightness and spaciousness was well rendered by the traced woodwork used as a background. The lighting thrown near this reveals it as slender lattice work trimmed with festive garnishings.

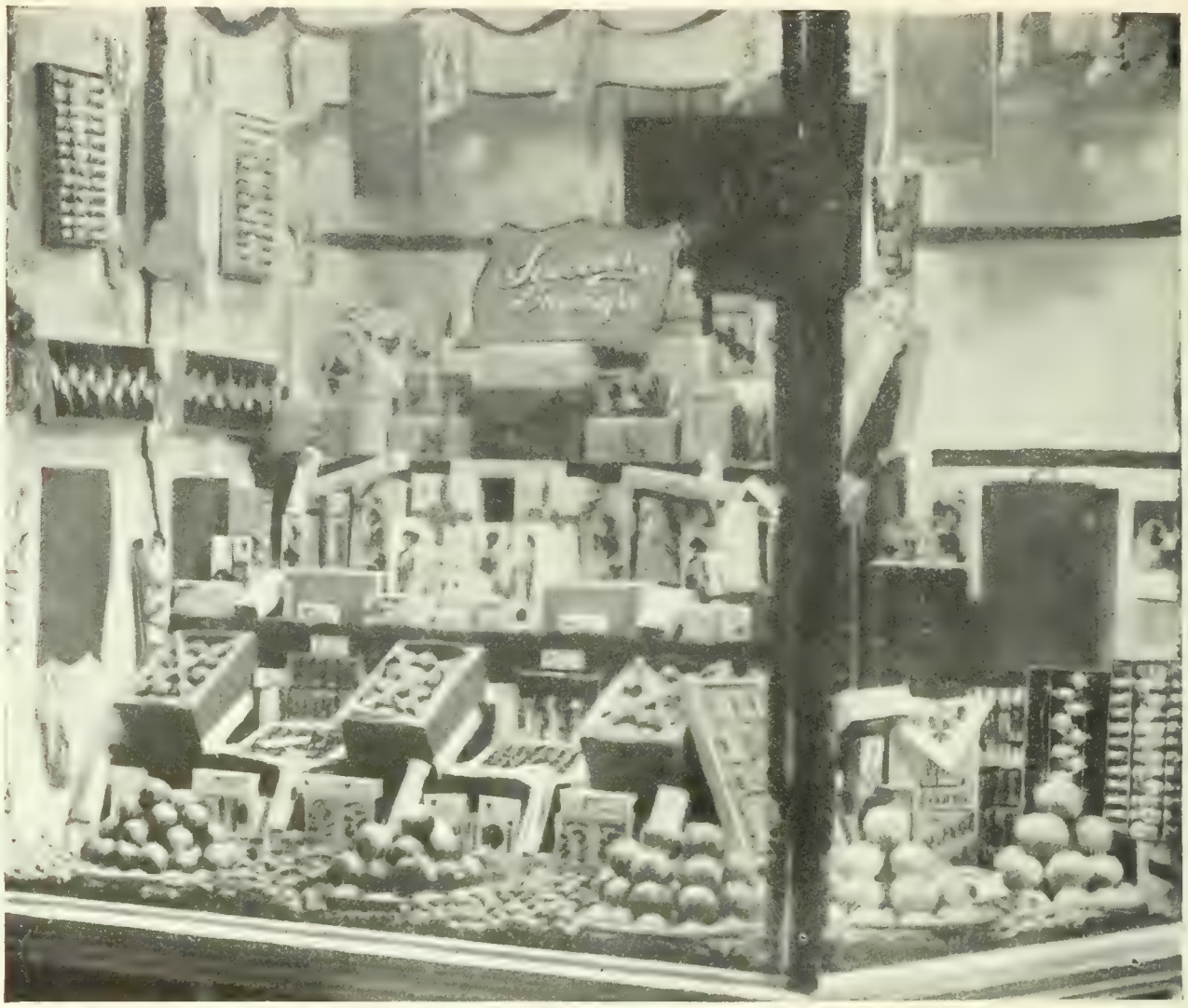
Note the panel design in which the dried fruits are arranged: consisting of Currants, Valencia Raisins, Muscatel Raisins, Bleached Sultanas, Peels and Shelled Nuts, framed by rows of Package Raisins and built on a slope to the lattice background. The sides are built of canned fruits, wines and bottled fruits. The floor of the window is neatly arranged with pyramids of Grape Fruit and Oranges. Attractive display baskets containing Nuts in the Shell and choice apples are featured. There are also pyramids of canned and bottled fruits displayed on boxes, covered with crepe paper. The white topped with little display baskets of fruit and some plum puddings. Christmas cake in tins and package chocolates stand out against the background of lattice work made of light wood and lathes covered with white crepe paper and striped with wreathing, fancy bells, Xmas stockings, and so on.

It is worth while noting that the display is put in to avoid the solid built style of window display, doing away with any loss and giving access to any article in the display.

Alberta's Prize Winner in Class B

George Kerr and Co. Secured Third Prize — Made the Most of Limited Space—The Pyramid Idea Worked Out — Crackers Given Prominent Place.

By George Kerr, of George Kerr & Co., Lethbridge, Alberta.



George Kerr & Co., of Lethbridge, won the third prize in Class "B" of the contest.

The window shown on this page is an object lesson to grocers who have not too much window room, but who desire to make the very most of what they have. George Kerr & Co., of Lethbridge, Alta., secured last Christmas a mighty attractive display from limited room at their command.

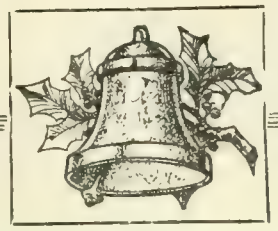
They followed out broadly the idea of a pyramid, using both windows therefor and making the centre and corner window support the pivotal line.

Note the use of boxed goods. Comparatively few lines lay loose, boxes are used plentifully for both fruits and candy. The base of the window is the single exception. Near the front this is covered with nuts and smaller fruit, broken at regular intervals by dishes of large and fine quality apples, oranges and grapefruit.

On the walls hang boxes of Christmas crackers, while pennants are freely used, contributing to an attractive color scheme. Colored paper is used to make chains interlacing the lines shown at different points.

The whole central large display is built in tiers which add not a little to its effectiveness. Cards and pictures here and there do their bit to create interest, while in the centre an attractive motto hangs, an old phrase, but a worth-while one: "Season's Greetings."

Some Christmas Ads in 1915



This is the Store

With the Christmas Spirit

And no wonder, with a store that rings with big values in choice Xmas Groceries. The Xmas Dinner is the event of the season and our many friends will find everything necessary to make it a complete success at the "Climax."

Two Christmas Specials

We have just received 10,000 Cases California Navel Oranges for the Xmas trade. They are of a nice size and in good condition. Per dozen .20

We are offering our many customers on Friday and Saturday an opportunity to secure choice new Walnuts Almonds and Filberts at 2 lbs. for .35

Cranberries Jersey's, per qt. 15c	Popping Corn 3 lbs. for 25c
Comb Honey per section 30c	Whipping Cream per tin 15c
Pearl Onions per bottle 15c	Horse Radish 2 bottles for 25c
Pressed Figs per lb 15c	Plum Pudding Webb's 2 lbs. 60c
Extra Choice Figs per lb 20c	Plum Pudding Wagstaff's, 1 lb. 35c
Fard Dates 2 lbs. for 25c	Dill Pickes per dozen 20c
Malaga Grapes per lb 25c	Sweet Gherkins per qt. 30c
Mint Sauce per bottle 25c	Lemon Cheese per jar 30c
Fresh Lemons per dozen 25c	Magi Soups per cube 5c
Mince Meat 2 lbs. for 25c	Cheese Wafers per pkg. 10c
Whole Pineapple per tin 45c	Cob Corn per tin 60c
French Peas per tin 15c and 20c	H. P. Sauce per bottle 25c

We will have a choice assortment of Celery, Lettuce, Parsley, Ripe Tomatoes, Sweet Potatoes. Also a well assorted stock of Pickles and Sauces for the Xmas Dinner.

THE CLIMAX GROCERY

Phone 94 EVANS & HAYES 113 South May St.

Christmas Cheer For All

There is a tendency this year to curtail the expenditure on luxuries. People are buying with more care and discrimination. Buyers who are looking for **quality and good solid value for their money instinctively turn to this store.** We have all the good things for Christmas of the highest quality, at the most reasonable prices. New fruits for cakes and plum puddings, new peels, new shelled nuts, fresh chopped suet.

New delicious Spanish Muscatel Raisins 25c

New Fard Dates 15c

Oranges sweet and juicy, per doz . 30c, 40c, 50c, 60c

Apples, handpicked, per peck 25c

New Mixed Nuts, per lb. 20c

Our Genuine Homemade Mince Meat at 12½c per lb. The best of fruits, absolutely clean, and blended with just sufficient of the purest spices to give it that delicious flavor. There is no wonder buyers repeat this order so often.

Fifty varieties of Sweet Biscuits and Cakes from 10c per lb.

Crawford's Scotch Short Cake 35c

Crawford's Cream Puffs 40c

Graham Wafers, Water Ice Wafers, Salted Reception Wafers at 10c package

Candies for the Children — Cut Rock, Mixed Candies, Creams, Chocolate Drops, Chocolate Walnut, Walnut Creams, Caramels, from 10c to 25c per lb.

Candies for Grown Ups — Perrins "Elite" Chocolates 20 different flavors at 40c lb; Perrins Newport Chocolate Ginger at 65c per lb.

An Assortment of Perrins Fancy Boxes to suit all Pockets

F. H. SIMPKINS, The Quality Store

Hail Old Christmas

For upwards of nineteen hundred years the good round world has poured its treasures into bright stores once every year to make Christmas look glad. Old Christmas spreads such a cheer of human kindliness. It beams from old gentleman and twinkles from old ladies and bubbles and glistens and grows from each brother and sister. Above all it is essentially a season for festivity. Therefore it is your duty first to consider the gift that really cheers "good eats best" is the first necessaries to the Christmas Happiness for those who gather around your table on Christmas Day. Never before in its history has the "Red Star Grocery" shown such an array of fine groceries, fruits and confections. Cheap too. Come in and see. Make this store your headquarters. Meet your friends here.

PLUM PUDDINGS Ready made with the home made taste. They're pure that's sure 50c each

GUEST TEAS AND COFFEES When you offer guests our teas and coffees you are serving the blends that the most fastidious hostesses offer their guests. The kinds they choose from all others to serve on important occasions.

FANCY CAKES Special imported and Canadian makes; nearly 50 kinds to choose from an exceptional fine one 10c lb to 50c lb

CRANBERRIES fancy at 4 lbs for 25c

CELERY The quality of our celery has immensely increased our celery sales 5c a bunch

CHEESE Old and new cheese cream cheese Roquefort in jars and Limburger

Hams and Bacons Special for Christmas made dried by maple wood fire and smoked with maple sawdust very mild. What could be better.

For Her Christmas Present Just select a DOMESTIC The original vacuum cleaner with new and exclusive features. It's a beautiful gift and an useful. Prices now will be surprised at the low price

A Priceless Gift is made out Christmas Good

Fresh Fruits have been selected very carefully and what you want at a reasonable price with that extra touch of quality so characteristic with this store

Free Penholder

We are sure that you know how many people read our advertisements so have decided to give FREE to every person who calls at our store this advertisement A BEAUTIFUL PEN HOLDER

Remember We Give Profit Sharing Coupons

With each cash purchase we give coupons guaranteed Rogers Silverware of the beautiful Grosvenor Pattern. Start saving them they count fast

FOR OUR MUTUAL BENEFIT and comfort SHOP EARLY as possible

Efficient Service IS OUR WATCHWORD

NAVAL ORANGES Fresh bright juicy 25c to 35c per dozen

GRAPE FRUIT Runners 2 for 25c

CANDIES Nine kinds fancy kinds crunchy kinds including the famous Sharpe's Knotty Toffee in bulk and fancy boxes especially selected for Christmas trade Assortments this Candies 12½c to 40c. Boxes 10c each up

CHRISTMAS CRACKERS Something especially attractive in the holidays. They create so much fun for all. Some for 5c a box

CHRISTMAS STOCKINGS Filled with all kinds of nice nuts and candies 5c to 25c each

MALAGA GRAPES Large and juicy 20c lb

RAISINS Valencias fancy quality per lb 10c Layer fancy quality 2 lbs. for 25c Cluster fancy quality 20c lb

CURRANTS Cleaned and clean 10c lb Extra fancy cleaned 15c lb

Candied Peels When we say Crean & Blackwell's argument is on this 25c lb

THE RED GROCERY The Sign of Quality

J. A. Gillett

THE QUALITY FIRST STORE

For the Christmas Holidays

We have just received a shipment of English Bon Bons, Crackers and Fancy Boxes of Chocolates. Also Clarnico's Marzipan Confectionery, in cake selection, Roses, Pansies, Choc Marzipan and Marzipan Assorted Vegetables. These Clarnico goods are unsurpassed for quality and decorative effect, for all kinds of fancy cakes. Don't fail to see them. Below we give a partial list of seasonable lines, especially selected for Christmas shoppers.

Marzipan Confectionery, Assorted Cake Selection	
Pansy Rose, Sovereign and Marguerite selections, per lb	60c
Choc Pansies, per lb	90c
Choc Roses, per lb	90c
Choc Marzipan fancy assorted 2 lbs boxes	$2.00
Toulouse fruits per lb	60c
Crystallized Pineapple rings, per lb	75c
Glace pineapple rings, per lb	75c
Silver dragus, per oz.	10c
Glace cherries, per lb	75c
Crystallized Dates, per box	25c
Dates stuffed with walnuts per lb	60c
Dates stuffed with almonds per lb	60c
Carnival Bon Bons, per lb	60c
Crown Caramels, per lb	50c
Barley sugar, glass jars, each	25c
Crystallized ginger, Limoges cubes per lb	60c
Clarnico (candy) alphabets per lb	40c
Clarnico, fancy marzipan vegetables, per lb	75c
Clarnico cream mints, per box	25c
Cadbury's chocolates	
In fancy boxes, from	25c to $1.25
In assorted shapes	10c and 25c
China novelties (dogs cats etc.)	5c and 10c
Xmas Crackers	
These we have in a great variety. Some are very striking in appearance and decorative effect. Make your choice early. A few special lots are as follows	
Family party box contains 2 doz. per box	$1.25
Fancy boxes, pansies, orchids, daffodils, etc., from	$1.00 to $1.75 per box
Boxes containing hats caps toys etc. 12 in box, from	25c to 75c
Lucky snowball each	$1.00
Lucky tubs, containing prize packets, large tins each	50c
Lucky pies, each	$1.50
Snowman crackers each	60c
Santa Claus crackers each	60c
Mandarin crackers per box	50c
Bird nest crackers	$1.25
Teddy bear crackers	$1.50
Demon crackers	$1.25
Xmas stockings from	25c to $1.00
Xmas candles, 4 dozen in box	15c
Tapers crackers per box	60c
Swan vesta crackers per dozen	40c
Vesta crackers per dozen	40c
Christmas cluster crackers per box	40c and 50c
Malaga clusters per pkt	25c and 35c
Malaga grapes per lb	25c
Sunsweet figs, per lb	25c
California Liver figs, per lb	20c
California packet figs, per pkt.	10c
Dates per pkt	12½c and 15c
Cranberries extra large 2 lbs for	35c
New Season's Nuts are all in now	
Chestnuts imported per lb	25c
Walnuts, Almonds, Pecans, Filberts, separate or mixed per lb	25c
Fresh roasted peanuts per lb	15c
Peppered corn per lb	10c
Shelled almonds and walnuts, per lb	60c
Salted almonds jars, each	35c
Mixed nuts, Peanuts only	50c and 25c
Toasted mixed nuts per lb	45c
Mixed meat 1 pound	50c
Mixed meat ½ pound	25c
Mixed meat glass jars	25c

Big Special for Saturday Shoppers

Canadian Sardines, per tin	5c
Canadian Herrings, Plain, per tin	10c
California Seeded Raisins, 3 packets for	25c

Bazett, Bell Co., Ltd.

Two Phones Shipping 147; General 48.
Rural Delivery to all parts of the District.

Cardwriting Made Easy

by R. T. D. Edwards

Christmas Lesson

WITH the Christmas season almost upon us and with the knowledge that fancy decorative Christmas cards will be needed to be placed on merchandise throughout the store, let all us cardwriters strive to prepare our work to avoid as much as possible that eleventh hour rush.

We all know how much work we will have in hand with fancy window backgrounds, to get out, windows to trim, with stores to decorate, with extra efforts in newspaper advertisements and with extra rush of customers; so it behooves us all to prepare now, and without delay, our cards and style of lettering while there is time to think with a good clear brain.

There are many ways in which we can avoid congestion of our work in the cardwriting line. One is, if you intend to use a certain style of lettering, get at it and practice until you have it in your mind's eye and able to form all the letters without reference to a chart.

Another is to have many cards designed already to letter. Cards with Santa Claus' smiling face in the corner, cards with sprays of holly and mistletoe, cards with wintry scenery which suggest the festive Christmas season and Old St. Nick with his prancing reindeers. These are only a few suggestions, which, when worked upon cards, impart that spirit of gladness which puts the customer in a better frame of mind to do their Christmas shopping.

To get these ideas it is necessary to collect every kind of Christmas material you can find. Many cardwriters save designs from year to year, taken from magazines, newspapers, Xmas cards and books of all sorts, and have these to refer to when an idea is required. If these are not obtainable, a search in the advertising office will reveal good material. If a suitable cut is obtained and only a few cards are wanted, the cut can be stamped on the card by first inking it off a pad, then placing it in the desired place on the card. Tap all over the back of the cut with a hammer. This will leave an impression visible enough to trace over with pen and black waterproof ink. When the ink is dry, color with transparent water colors in the natural shades.

From Picture Post Cards one can obtain many pretty sprays of holly that when cut out carefully and pasted on the corner of a card make good showcards.

The design around the chart shown in this lesson is a good one, which can be used for showcard purposes. This should be sketched with pencil first, then drawn with pen and black waterproof ink and then colored with transparent inks in natural holly colors.

There are some things which should always be kept in mind when making fancy cards, such as these. Don't put too much on it. When the card looks well enough leave it alone. Cards with little sprays of holly in the corner look better than a card with Christmas designs around the entire card, no matter how good the art work may be.

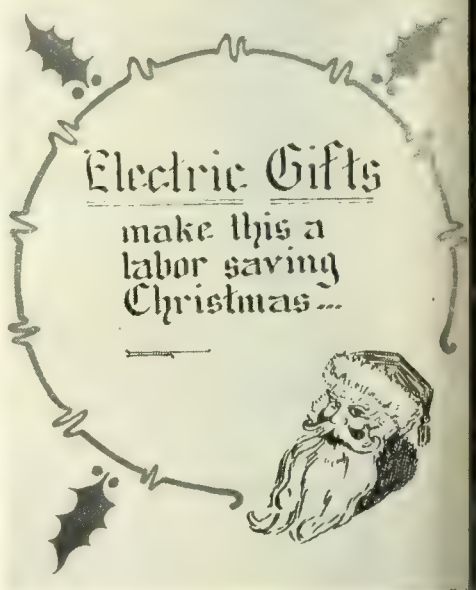
The lettering lesson this month is a modernized Old English. As you all know, Old English is a very difficult one to read quickly and that is the reason it has never been extensively used for commercial advertising, but many artists leave out a number of the lines and curves. They just take the main part of the letter. This gives a clear, readable letter without losing the characteristics of the Old English alphabet.

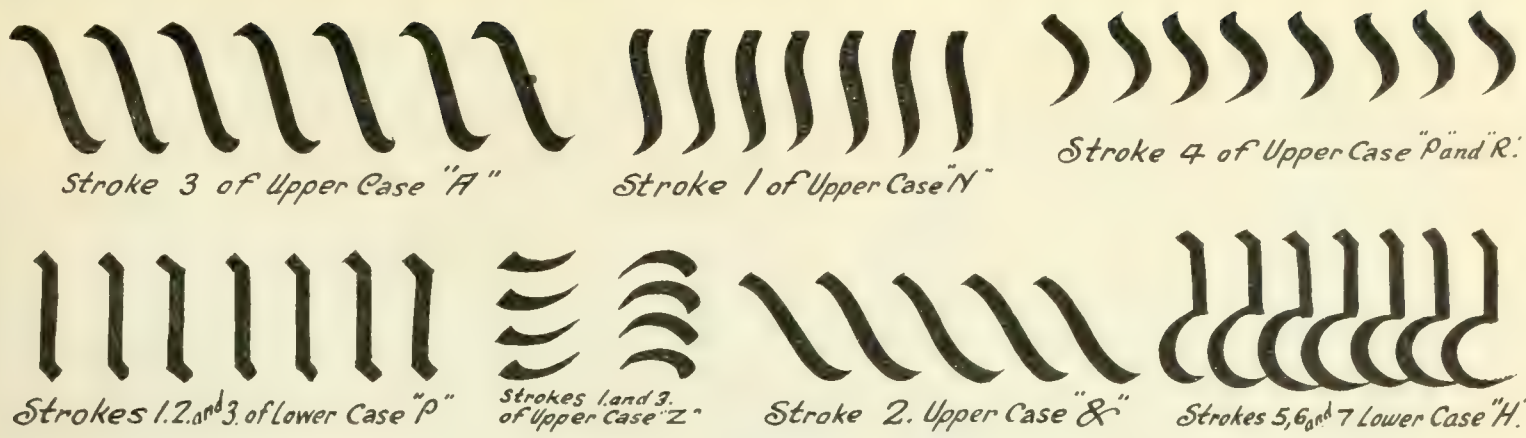
In the chart shown, there is a collection of letters which may be called modernized Old English, and I think that you will agree that they make a better card for modern merchandise advertising than do the older type. "Read as you run" must be the cardwriter's motto.

THE CHART

Upper Case

"A" is a four stroke letter. Care must be taken to get this letter balanced




Stroke 3 of Upper Case "A"
Stroke 1 of Upper Case "N"
Stroke 4 of Upper Case "P" and "R."
Strokes 1.2. and 3. of Lower Case "P"
Strokes 1 and 3. of Upper Case "Z"
Stroke 2. Upper Case "&"
Strokes 5,6 and 7 Lower Case "H."

Practice Exercises—Fig. 1.

up evenly. Strokes 1 and 3 should be at the same opposite angles.

"B" is a letter that requires much practice. Special attention should be paid to strokes 4, 5 and 6. Put them together to appear graceful.

"C." This letter is not so difficult to form, as the "B." Note how stroke 1 sweeps under and projects out beyond the other part of the letter.

Stroke 2 of "D" you will find to be the most difficult in that letter. It requires much practice and if a good suggestion for the practice exercise.

"E" and "F" show similar formations and have the same number of strokes. These letters can be made very quickly because all strokes have the same sweep to them. Stroke 5 of "F" is made shorter than that of "F."

The "G" shows much the same formation as "C," with strokes 5 and 6 added.

"H" is made in many forms, but this one is selected because of its gracefulness. Strokes 1, 2 and 3 make excellent food for practice work. Note the relation stroke 4 has to the two outside parts of the letter.

The only difference between "I" and "J" is in stroke 3. In these two points the letters must be made to differ pronouncedly, so that one won't be mistaken for the other.

The "K" is a nice letter to make.

(Continued on page 120)

STUDY THESE SPLENDID DEPARTMENTS

HEREWITH are presented three views of the grocery department in the store of the Hudson's Bay Co., at Calgary. They represent what is in many respects the very last word in equipment, and unquestionably present a high order of merit in regard to arrangement and display.

The showing of stock is a marked feature but, as will be seen, there is absolutely no crowding or jumbling of material. Everything is arranged with an artistic balance and completeness that adds something to the selling efficiency of the department.

A marked feature is the order-taking department. Here, within brass railings which give the desired appearance of seclusion, customers can seat themselves in comfortable chairs and dictate their orders. Samples of novelties and lines that can be pushed, are handy in this department so that the sales staff can call customers' attention to them.

CANADIAN GROCER has given information in previous issues with reference to the methods of this store. Further mention is not necessary here but the accompanying views are presented with the suggestion that readers look them over carefully. Many ideas with reference to stock arrangement and display can be obtained from them.

Do You Grant New Customers Credit?

Fourteen Grocers From Coast to Coast Give Their Experiences in This Connection—How Their Debts are Collected—Keeping Track of Each Clerk's Sales—What Kind of Bookkeeping System Is Used.

A synoposium of Grocers across Canada.

THIS question was advanced by CANADIAN GROCER to a number of merchants from coast to coast. It has always proved profitable for readers to have definite experiences of readers given to them, and here are some opinions which show what course merchants pursue in this connection. Out of the replies received not one says that credit is given to a new customer without precautions being taken to safeguard payment. Several merchants make inquiries as to customers' good standing in the matter from dealers with whom they formerly dealt. Three merchants out of those who answered insist on forms being filled out, though this does not seem generally popular. The others have no forms. One or two make verbal inquiries as to why their new customers changed grocers.

This question of giving credit touches every grocer closely, and their answers are well worth study. Doubtless the views put forth, all of them, would find many backers.

As to what method of debt collection is used, there is some diversity of opinion. Four men say they use collecting agencies or lawyers' letters after trying their own method. But the great majority don't appear to think much of collecting agencies, preferring themselves to track their creditors down and get them to pay up. One grocer says that if his methods prove abortive he gives it up as a bad job and "makes a present of the amount" to the defaulting customer.

With regard to grocers keeping separate record of each clerk's sales, this seems to be popular, for seven declare for it and three against it. Generally, however, dealers are coming more and more to watch closely the business initiative of each clerk, not only for the grocer's own sake, but also to show how the clerk is making out, thus getting an index to his business ability. Of course, this question is all part of the larger one, of what kind of bookkeeping is used in the store. This naturally differs with different grocers, according the size of the business done and, too, whether it is largely cash or no.

Among the replies received were the following: –

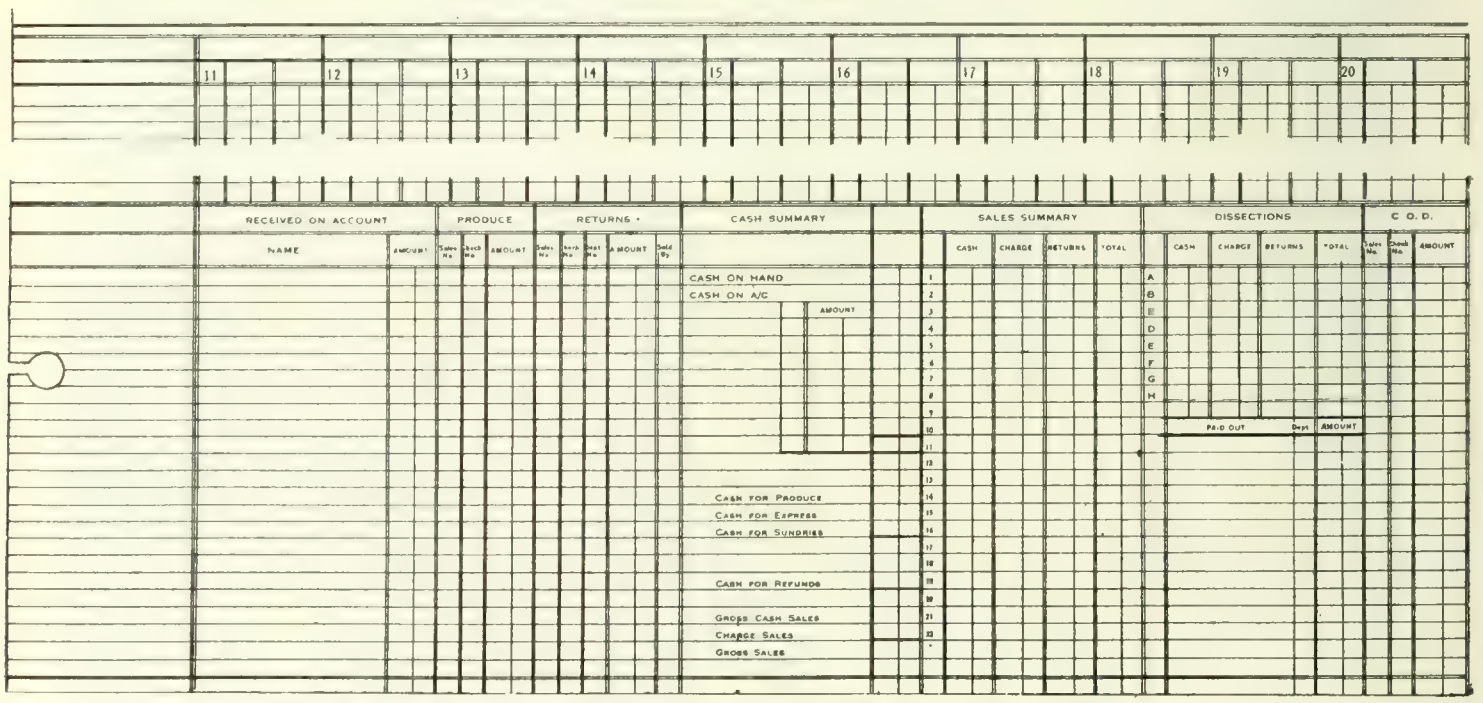
John Rittler, Millbank.—No, credit is not always granted. If an old customer has not paid his old account regularly, it is refused until the amount is paid. If a new customer, and we do not know him, credit is refused until information is obtained as to his standing. We have no forms to be filled out. We follow up old accounts by regular letter system of asking settlement. If three months elapse and no settlement, the account is handed to a solicitor for collection. Clerks' sales are kept track of by duplicate check book slips. Each clerk must make out a check for every sale. We keep tab on invoices by means of a ledger, marking the day of each month the invoice comes due.

J. H. Walker, Toronto.—Not by any means; a person has to be well known and deserving before being allowed credit. These conditions hold except when we have personal knowledge of the individual. We have no form to be filled out. We give accounts into some other hands for collection. We do not keep track of each clerk's sales. Our invoices are placed on desk file until entered, then filed away. We make a trial balance the first of each month and have the list handy for reference. We use Double Entry, Cash Book, Journal and Ledger.

Israel Brubacher, Elmira.—We give credit only to those we know are sure to pay. We have no forms to fill out. We do not keep track of clerks' sales separately. We keep the invoices in a bunch and book them over daily. We do not keep books, as we have inaugurated a cash system and find it much more profitable than the old credit system.

N. Rioux & Cie, Quebec.—An old customer having or being a paying man does not need to ask for any credit from his suppliers or creditors and for a new customer, we cannot grant him credit. If he is not reliable and responsible, he has to pay cash.

A. Williamson, Vancouver.—We grant



Form used by progressive grocery firm checking sales and credits.

credit to persons known to us or recommended by a reliable customer, or on a good report from the store where they have been previously dealing. We have a card but seldom use it. In following up personal accounts, we first send a letter; second, pay a personal call; third, put it in the hands of a collector, and, fourth, employ a lawyer. Clerks' sales are not kept separately. Invoices are checked and filed and as they are almost invariably followed by monthly statement, we check those and file statement and invoices together. We make a list of the amounts owing and when they are to be paid. We use a well-known account register.

Chas. Pike, Vancouver.—We are not opening any new accounts, so our experience along these lines is too stale to be of value. We do not keep track of each clerk's sales, as we believe that individual sales are not always the measure of a man's value. All invoices are paid either at once or at monthly settlements.

McLean Bros., Olds, Alta.—We do not allow credit, as we follow the cash system. Clerks' sales are kept track of separately by means of forms. Invoices are kept by the use of an Invoice Book and Bills Payable Book.

W. H. Stodgill, Sutton West, Ont.—Whether we give credit depends on the customer's past reputation for honesty. If a man is known to be good he is given thirty days and his bill is rendered every month, otherwise our business is cash. We send out bill; if not settled within thirty days, we follow by three letters, and, then, if not settled, it is put in the hands of a lawyer. Clerks' sales are not kept separately. We use a well-known invoice system, date, when accepted, when and where payable. Our business is nearly all cash and as a consequence, we do not do much bookkeeping.

E. Desmarais, Stoney Point, Ont.—We give credit if the customer has a good past record. To collect old accounts, if the customer is good, we see him personally; if not, we make him a present of the amount. Invoices are entered in a separate ledger. All accounts are settled by draft. We use a Single Entry and Bills Payable book. For customers we use a well-known account register.

L. J. Collin, St. Boniface, Man.—Our business is a strictly cash business. This answers all other questions.

Corman & Co., Caledonia.—We are forced to the view that credit as given and as often taken by country dealers, is the best trade killer there is, and we know by personal experience that it is the friend of the retail mail order house. That is, the customer accumulates the amount necessary to buy for cash. Our policy is only to grant one account to

ELMIRA ONT. May 27th 1912

Dear Sir or Madam -

You will likely have noticed in the papers my announcement of changing my business from credit to cash beginning June 1st, 1912. The time is near at hand and I again wish to bring before your notice that we intend to PUT INTO EFFECT WHAT WE ANNOUNCED. COAL AND WOOD ARE CASH ARTICLES ANYWAY. We assure you we will use our very best efforts to prove to you that CASH IS THE RIGHT WAY OF DOING BUSINESS and that YOUR DOLLAR here will be worth more than heretofore and therefore will be a BENEFIT to you as well as to us. WE propose to have ALL GOODS PAID FOR at the time they are ordered. Where such is not done the goods will be taken and the bill presented and paid on delivery. will be made if not the goods go back to the store. The intention is to protect us from the bad pays and give those who have paid cash A STILL GREATER BENEFIT.

We again thank you very much for the trade you have given us and are sure we will be able to serve you better than before. So let us have a trial and we are satisfied you will be more than pleased.

Yours very truly,

ISRAEL BRUBACHER

Cash notice sent out in 1912 by Elmira merchant. This policy has been closely adhered to since with success.

a prompt settling customer. We have no forms, only the verbal order of the one in charge of the store at the time. We make it our business to collect quickly, as a past due bill is nearly as bad as quarrelling with a customer. Our method of separating clerks' sales is easy simply a six-drawer National, and putting away all produce sale slips, so we have a pretty good idea what everybody has done each day. We are not very strong on the bookkeeping end of our business; simply a bank, cheque and cash book.

McFarlane & Co., Edmonton, Alta.—We do not always give credit. We do when satisfactory reasons for changing from the other fellow are given and proof that they pay their bills. Yes, we have a form to be filled out. We personally follow up old accounts. I would not, from my experience, recommend collecting agencies. We do not keep separate track of each clerk's takings. We keep an open account with every wholesale house with whom we do business and our payments are made either weekly or monthly as arranged.

C. B. Hume & Co., Revelstoke, B.C.—When allowing credit to an old customer, his record with us, taken into consideration with his present prospects, decide. If a new customer, we ask for references. We have no forms to fill out. We have no settled system in regard to old accounts. We treat them individually, according to our judgment of their character and the circumstances surrounding each case. We keep track of each clerk's sales in the office, as all these sales go direct to the office. The head of each department keeps track of the credit sales of his clerks. We pay nearly all accounts by acceptance, sometimes by note, but not often; small accounts, local, etc., are paid each month. Our system of bookkeeping is one of our own. We use the ordinary counter check book in duplicate. If a cash sale, both the slips come to the office. The invoice is stamped paid and goes to the customer, the other is filed and entered to that clerk's number in the cash book. The credit sales are kept in the department where made, and at night, or the first thing the following morning, are checked by the department manager and brought to the office where they are re-checked and each department's sales totaled and credited to that department. They are then charged to the customer through a well-known system of charge blanks. We also use a loose-leaf ledger, and specially ruled cash book and journal. To be sure the charges to customer have been made correctly, we check the total charges for the day against the total distributed to the different departments. Expenses are charged to each department as they occur, except overhead expenses, which are distributed at the end of the year. We keep each department absolutely separate. We have five in all — Groceries and Crockery, Men's Wear, Dry Goods, House Furnishings, Millinery. We charge each rental, based on floor space occupied.

There is so much written about the proper methods of merchandising these days, that it is hard to pick out the practical ideas and adapt them to one's own particular needs.

DISPLAYING MATS, BRUSHES AND PAILS

(Continued from page 95.)

our staff all co-operate to make this time a big time for these lines, was effective."

The store of Luxford Bros. is a particularly good one. The lines in question, mats, brushes and pails, are all handled down one side of the store, opposite to where most of the food stuffs are arranged. Fairly high up the wall there is a rack along which is displayed basketware, and lower down, another rack where pails are stored. All these are visible easily, the whole year round. Brushes, from a scrubbing brush to a broom, are also on that side of the store, so that all household utensils of this class are together. In addition to this a stand, holding brooms, is placed near the door, so that it catches the customer's eye very readily.

The store of Luxford Bros is replete with attractive sales counters and has several modern show cases. Tobacco and cigars are handled and a special place is made in the shelving for this department. Luxford Bros. have an excellent trade in both tobacco and cigars.

CATALOGUES AND BOOKLETS

The Armetlizer is a miniature newspaper which is devoted to ways and means of bettering selling efficiency, and of spreading knowledge regarding the "Armetl Store Fixtures." It is to be published at frequent intervals for the benefit of their salesmen.

CARDWRITING MADE EASY

(Continued from page 115.)

See that stroke 5 does not extend to the right any further than does stroke 6. Note how often strokes 1, 2 and 3 appear in other letters.

The "L" is the same as the "E," with the centre stroke left out.

"M" is made in many varieties. This makes a good, readable letter. Note the round finish of stroke 9 instead of the square.

In "N" we have the combination of strokes 1, 2 and 3, which so often appear in other letters. Practise these often.

The "O" is an interesting letter to make. Note that the beginning of stroke 4 is made straight before it starts to curve. Stroke 2 must be at right angles with the guide lines.

"P" is made of 5 strokes. Strokes 4 and 5 are good ones to select for practice work. You will find that this letter needs a lot of attention so as to make it appear graceful.

"Q" is a reputation of "O" with stroke 5 added.

The "R" shows the same number of strokes as the "P." Note that stroke 5 projects slightly more to the right than does stroke 4.

"S" is said by beginners to be a stumbling block, and there is no doubt that it needs a good bit of attention. The difficulty is in placing strokes 1 and 2 together, so that they will appear graceful. Stroke 4 should not extend as far to the right as does stroke 2, and stroke 3 should be about even with that of stroke 1.

Stroke 2 of "T" needs much practice, as it is the only appearance of this stroke throughout the alphabet.

All the strokes of "U" are shown in other letters. Note how close at the top of the letter strokes 1 and 3 are placed.

The "V" shows a reverse of "A" with stroke 4 omitted. Care must also be taken to get the strokes 1 and 2 at the proper angles.

"W" shows a nine-stroke letter. Stroke 1 shows a little variety in the beginning.

"X" is not a difficult letter to make, but nevertheless you will find much practice necessary before it can be made properly. Stroke 2 is made with the narrow side of the brush.

This is only one of the many forms of "Y" that are used in modernized Old English. Note the graceful appearance of the entire letter. The join of strokes 4 and 5 should be made so as to appear as one continuous stroke.

"Z," while not used as often as the other letters, its formation should be known off by heart.

The sign "&" is one that is used every day in the daily work of a cardwriter. This is only one of the many good forms that can be made.

The word "Modern" shows different style letter formations which are only examples of different varieties of letters.

Lower Case

The lower case alphabet shows much the same straight line strokes, with very little curve, so they need little or no explanation.

Follow the numbers indicated, and draw the brush in the direction the arrows are pointing and you should find little difficulty in mastering them.

The lower case letters should be kept as plain as possible because they form the body of the words, and the plainer letter makes the word more readable.

Practice Work

The student must never forget the importance of practising the various strokes, especially when a new alphabet is taken up. The strokes of the modernized Old English lettering are somewhat different to those shown previously in these lessons. Pick out the strokes that are the most difficult for you to make and practise them as suggested in Fig. 1, only practise them many times more than is here shown. You will note that combinations of strokes are shown to be practised together. This is especially good exercise. These with practice can be made without lifting the brush off the card.

As in all other lessons when brush stroke letters are taught, it is absolutely necessary that you keep the brush with a flat chisel point in order to get the desired effect that this type must have. Fill the brush first with color and then work out on a piece of waste card or glass to a good working flat point.

It is a good practice to have a few greeting cards around the store, placed in prominent places so that they may be read by the customer. These should be more decorative than the ordinary merchandise card. These can be made up in very attractive designs and colorings. Different wordings can be used as follows:—

"We extend to our many customers a happy and prosperous New Year."

"To one and all a Merry Christmas."

"We wish you a Merry Christmas and prosperity during the coming year."

"Remember the soldier boy. Ask about our Xmas Overseas Boxes."

The card, "The Season's Greetings," shows a very decorative design. The black outlines are made with black waterproof ink. The background which appears grey can be made any pale neutral shade. The holly and poinsettia are of natural colors. The circle is of bright red with darker red spots. The lettering is of a semi-script formation. It is outlined with a stub pencil and filled in afterwards. This type is shown for a variety from that shown in the lesson, but the modernized Old English is just as effective.

The accompanying card illustrates the use of the alphabet shown in this lesson. This card is an example of a good Christmas card.

THE COAL SHORTAGE

Coal is going to be a pretty hard thing to get before long. Some users have laid in stocks during the summer. For others the operators of mines see only difficuulties.

During the first six months of the year the mines seem to have attained their greatest production of coal, according to one figure turning out sixty-one million tons, an increase of thirty-five per cent. In August 451,000 cars of coal were sent from the mines, or 42,000 more than in August last year. These figures may presage a production this year of 597,000,000 tons of which 550,000,000 would be bituminous. In a sense the consumption of eight million tons of coal a month represents the increase of industrial activity this year over last.

But the consumption of coal has been on a huge scale. At the first of July it was estimated that stocks of coal at the head of the Lakes were so low that they could not be replenished during the Summer by water shipments sufficiently to avoid a shortage in the Winter.

Shortage of labor at mines and at docks where coal is handled and shortage of cars are described as the chief elements in the situation that is developing. A coal-handling dock at Chicago, which normally employs seventy men, as few as eleven or twelve have been at work, because more could not be found. Lack of large stocks of water-borne coal along the Great Lakes will of course increase the demand for cars to carry coal to the districts supplied from the ports and this at a time when the demand for any kind of car is already great.

TO HELP RETAILERS

James W. Fisk, previously of the Lord & Taylor store, New York, when he had charge of sales promotion work, and before that with the J. L. Hudson Co., Detroit, has been employed to manage the campaign of the A. A. C. of W., to interest retailers in better accounting methods, and to take charge of the plans to market the A. A. C. of W. business record system. Mr. Fisk's entire time and energies have been acquired, and his experience both in large and small retail stores, have fitted him for the task at hand. He will have headquarters at Indianapolis, in connection with the general offices of the Associated Clubs.

Retailer and the High Cost of Living

Report of Delegation That Appeared Before Cabinet—Address of Representatives of the R.M.A., Who Were Present to Define the Position of the Retailer.

ON Friday, October 20, a delegation, consisting of representatives from the City Council of the Cities of Toronto, London, Kingston, Ottawa, Windsor, Peterborough, Montreal, Brantford, Forest, and St. John, N.B., accompanied by members representing the organization of "Canadian Municipalities," the Trades and Labor Council, and the National Council of Women, waited upon the Hon. Robert Rogers, Minister of Public Works; Hon. Thomas Crothers, Minister of Labor; Hon. C. J. Doherty, Minister of Justice, members of the special committee who were appointed by the Dominion Government to enquire into the reason why the price of a number of articles, especially foodstuffs, have increased during the war.

The delegation met in the House of Commons Chambers, Victoria Museum, Ottawa. None of the representatives seemed to know why there had been an increase, nor could they give the Government any information that would enable them to take any definite action. Some suggested that perhaps some one was holding goods in cold storage, expecting a still further increase, others suggested that the Government should go out on a fishing expedition and try and discover who were the guilty parties. Some charged the tariff with being partly responsible, and Mrs. Adam Short, representing the National Council of Women, thought that the "combines" were responsible. The proprietors, however, of the cold storage plant were the ones who seemed to be the "chief sinners," from the viewpoint of most of the speakers, but whether through fear or lack of knowledge, none of the speakers came near enough to them to say, "Thou art the man." They wanted some one else to do that.

From the addresses delivered and the manner in which the whole subject was dealt with, it was quite evident that there was a great lack of knowledge of the commercial problem on the part of those who addressed the meeting. In summing up the way in which the case was presented by the delegation the Ottawa Evening Journal says—

"Much disappointment is expressed regarding the delegation of municipal representatives, which met the Government. A great deal was expected from the Toronto delegates in the way of suggestions for action, but there was no definite or concrete policy put forth. It is freely stated that the delegation was one of the poorest which has been held for some time."

In view of the fact that some portions of the public press are putting the blame of the increased cost of the Retail Trade and others who favor theoretical socialism, and are constantly urging the municipalities to go into the retail trade, a delegation representing "The Retail Merchants' Association of Canada" was there to defend, if necessary, any charge that might be made against them.

The delegation consisted of Henry Watters, President of the Ottawa Branch of the Association; E. M. Trowern, Secretary of the Dominion Board, and Messrs. Collins, Smith, Stoate, Slattery, Charlebois, Butterworth, Ray, Dwyer, and Levesque, all of whom are interested in the various sections of the association. In order to show the willingness to make their position as retail merchants clear before the public, and to assist, if possible, in helping the Government to find a solution, Mr. Watters and Mr. Trowern addressed the committee.

Henry Watters

Mr. Watters said in part: "On behalf of the Retail Merchants' Association of Canada, I crave the privilege of addressing a few words to this committee. We have been so accustomed to hear the middleman referred to in discussions on the high cost of living as the one cause of high cost of living to-day, that it is quite refreshing to find that the middleman as represented by the retailer is not even mentioned as a contributing cause of this disturbing condition of life. It might be pointed out that any discussion of the place of the middleman in the social scheme would have to embrace every one having in any way the handling of produce from the grocer to the consumer, would indeed have to put the consumer in the place of the grower if all middlemen are to be eliminated. This would bring the world back to the most primitive system of barter as the standard of merchandising, and it is safe to say none of us would care to take such a backward step as that involves.

As to the profits of merchandising through the retail trade, the committee is invited to make the most searching investigation of all the details of the retail business confident that the facts revealed will remove all suspicion regarding undue profits. The retail merchants comprise the only scientific, skilled medium for supplying the wants of humanity. The Retail Merchants' Association aims to do what the Governmental administration of our country should do, viz., elimination of all unsound, unethical freak methods of merchandising along with the questionable forms of advertising characteristic of the exponents of these freak, unethical standards."

Address of Secretary

Mr. Trowern said in part: "I am pleased to know that the arguments that have been presented to you, although some of them hinted at the retailer as being the cause of the high cost of living, have not been made sufficiently pointed as to call forth a strong defence from us. We appear here to show by our presence that the Retail Merchants of Canada in all lines of retail trade have nothing to hide or nothing to fear from any charge or any investigation that the Government may desire to make. We are living in extraordinary times, and under extraordinary circumstances, and I personally cannot conceive of any man with red blood in his veins trying to take advantage of the people when our boys and our friends and our relatives were fighting to preserve the principles of liberty and freedom. Many charges have been made against the cold storage system, which means those who operate them. Why have these people not been interviewed and the facts ascertained? Are they not citizens of Canada? Perhaps when an investigation is made it may be found that thousands of pounds of beef and other foodstuffs may be there waiting an order to be shipped as soon as they are required. Should we wait until the vessels are at the dock for the cargo before we gathered the foodstuffs together? Then why make charges unless they have some foundation in fact? Our association stands ready to give the Government all the assistance it can by appointing a committee to act with other committees, or informing the Government on any question pertaining to the retail trade that is within its power. Any investigation made into any line of trade, coal, meat, groceries, produce, or any other line will show that no blame can be placed at the door of the retailer in Canada.

"The Ministers, in reply, stated that we must remember Canada is at war, and that notwithstanding that prices have increased here, they have increased still higher in other countries, but if any one had any tangible plan that would relieve the situation that they would be only too glad to receive it, and adopt it. Any cast that is made known where any person is taking advantage of the public will be vigorously and promptly punished." ..

Why So Little Maple Sugar?

With Cane Sugar Prices Climbing, and When War Time Has Made Greater Production in all Lines a Prime Necessity in Canada, the Market Calls in Vain for Maple Products Which Might be Made on a Scale to Mean Millions of Dollars to the Dominion—Why Not More Later.

"I'M LOOKING for a car-load of maple sugar" said a Montreal broker about the end of October, 1916," and I can't find that much loose around anywhere. I've gone over the market with a fine tooth comb for it, and it looks as if I'd have to wait seven months now till the new season's crop . . .

"I believe I got the last car-load of maple sugar available" said another merchant. "Maple sugar's mighty short this year. The car-load I've secured has gone to meet United States demand, so I guess they're short over there too."

That the supply of a product so characteristically Canadian, should in Canada be running short within five months of the period of its production is interesting, especially in wartime, and with the prices of imported cane sugar continually rising. CANADIAN GROCER set about discovering more about the situation.

That the demand for Canadian maple sugar is evidently far in excess of the supply is evident from the experience of the trade in 1916. How much maple sugar then, does the Dominion produce?

Doesn't All Reach the Market

Not all the maple sugar and syrup produced in Canada goes on to the market. Farmers producing on a small scale keep what they produce for their own use. Many farmers formerly were in the habit of making an exchange of maple sugar with the local store for other commodities. A marketable product with keeping qualities like maple sugar was as good as money when used for such simple transactions. This season, however, maple sugar is real money to the farmers who have any. They need not barter their product for goods. They can command cash for it in the Canadian market.

Quite prevalent in market circles has been the opinion that one reason for the shortage of maple products on the market at present is the fact that the farmers have not been obliged to realize on their stocks so quickly by exchanging for goods. Prosperous farming has enabled them to hold more maple sugar and syrup for cash business. Consequently while there may be a few carloads still available, it requires intimate knowledge of the sources of production to secure any large supplies. Maple sugar does not come of its own accord into a central market.

But this reason for the shortage only skims the surface of the situation. The real reason is that far too little maple sugar and syrup are produced.

"The reason why too little real Canadian maple sugar and syrup are produced" says one authority "is because substitutes for a long time flooded the markets at lower prices than made it profitable for farmers to produce the genuine product. This discouraged the industry to such an extent that the Dominion's production of maple products dwindled from an average of twenty and a half million pounds to something under twenty million pounds, and contiued to decrease until legislation was secured after long and hard effort, making the sale of adulterated, and so called 'maple-flavor' syrups, as the real article, a breach of Dominion Law as regards pure foods. Gradually as a consequence of such legislation, the production of maple syrup and sugar should increase."

At present scarcely a quarter of the already available maple products resources of Canada are tapped. And great areas of first-rate maple orchard 'bush' have been denuded of maple trees to satisfy the lumber market, the process ending at one transaction the money-making opportunities involved in a maple grove which properly cared for and properly tapped would give steady revenue for years.

Market Short of Stocks

The cry of the market of Canada today is for more maple sugar. The answer to the call for the immediate present is merely, "It might have been," but behind the melancholy "Might have been" as regards maple products, there is a great and growing "May be" which in the present time of war, with all food products scarcer and dearer, ought to be made most strongly, a "will be" and a "MUST be." There MUST be more maple sugar made in Canada.

But, more than that, there must be better maple sugar made in the Dominion. Ask any large wholesaler about the present season's maple sugar—that is, what is left on the market of the 1916 season's product. He will tell you, as several told CANADIAN GROCER: "The maple sugar now on the market is good enough, but it is rather dark." In that phrase "rather dark" there is condemnation, though not every purchaser of maple sugar may know it. Dark maple sugar, dark maple syrup, no matter how interesting the "flavor," is not the best. To put it bluntly, the darker the product, the dirtier it is: either dirty or over-boiled, or both. In old days, the primitive method of production prevailed. The sap gathered in wooden receptacles, time-worn and age-encrusted, was boiled down in deep, black cauldrons in the open, and sugared off in tubs. Smoke, grime, and a thousand other impurities impregnated the product. The result was the dark, strong-flavored stuff familiar to many from boyhood as real maple sugar and syrup. To-day the aim of the best producers, operating with the latest shallow evaporators, and using the most modern and systematic methods of sap collection in season by clean, shining, covered metal buckets, and properly devised sap spouts, is to produce a product lighter by far in tint, and more delicately appetising by far in flavor than the old time product of the Indian and the old-timer. There are over twenty different shades of color possible between the purest and most perfect maple syrup, and the old dark brown liquid, and in the same way with the sugar. Pure maple sugar, properly produced, approaches more nearly to a pretty, delicate tint of buff, rather than a deep, dark mahogany brown.

Present-day improvement in the production of maple sugar is practically all the result of enthusiastic and unsparing efforts to perfect the characteristic Canadian sugar, made from the sap of Canada's own emblematic tree, the Maple.

Many Trees Not Tapped

At present about 55,000 farmers in Quebec, Ontario, New Brunswick, and Nova Scotia, produce maple products to the value of something over two million dollars per annum. These farmers do not tap more than one-fourth of the maple sugar resources of the woods they are using. And many farmers who have access to maple woods of their own, do not attempt to produce maple sugar at all. Yet the work of production occupies only a short period in Spring before the other farm work comes on, and interferes with no profitable branch of farming, though in itself a most profitable industry.

(Continued on page 124.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

Wanamakers, Ltd., St. John, has sold out to George and Peter School.

A. D. Bruce, Halifax, Nova Scotia, a grocery merchant, died recently.

J. P. McCluskey, Grand Falls, has sold his grocery store to J. R. McCluskey.

Quebec

The Portland Fish Co., Montreal, have dissolved. J. A. Paulhus and Ed. Hawkins are continuing under the same style.

Mr. W. F. Leonard, of the firm of Leonard Bros., wholesale fish dealers, paid a business visit to Montreal from his headquarters at St. John, N.B., during the week.

The McLellan Import Co., 301 Read Building, Montreal, have taken the Canadian Agency for Lively Polly Dry Soap, put up by J. Hargreaves & Son, Ltd., Liverpool, England.

The marriage of Miss Helene Herdt, eldest daughter of Mr. and Mrs. Herdt, Wood Avenue, Montreal, to Mr. J. Laporte, son of ex-Mayor Laporte, of Laporte, Martin, Wholesale Gracers, Montreal, was quietly celebrated on Wednesday morning, Oct. 25, at the Archbishop's Palace.

Ontario

Thos. Lewis, grocer, Welland, has sold to Peter Nottie.

L. A. Charters, Hamilton, has sold his grocery business.

R. Clark, fish and groceries, Dundas, has sold his business.

A. E. Shantz, grocer, Toronto, has sold to Wm. J. Lovegrove.

E. G. Hough, grocer, Toronto, has been succeeded by A. Campbell.

Mark Gilding, Toronto, has discontinued his grocery business.

Lloyd Snyder, grocer and dairy, has sold his business to Robt. Smith.

Jos. E. Roome, grocer, Glencoe, has sold to W. J. Strachan, of Port Elgin.

Henry Weaver, grocer, Chatham, died recently. Mrs. Weaver will carry on the business.

H. H. Layng, Smith's Falls, has sold his restaurant and grocery business to C. H. Hitchcocks.

Fred Millman, Woodstock, has been awarded a contract for groceries and vegetables "for troops at Woodstock."

J. G. Stephenson, Orillia, is making extensive alterations to his grocery store, including an addition to the rear of his store.

T. Kenny & Co., wholesale grocers, Sarnia, have opened up a warehouse in Chatham. Mr. Stanley will have charge of it.

W. J. Parker, Waverley, who has conducted the business known as Anderson & Co., for some years, is moving to Ashburn, Ont., where he will carry on a business under his own name.

Robert Cooper, manager of the Maple Leaf Milling Co., Welland, has been nominated candidate for the next Provincial election, at the convention of the Liberals of the Provincial riding of Welland.

G. M. McDonald, grocer, Harriston, was called to Lindsay on Friday, 13th, on account of the sudden death of his father, J. R. McDonald, superintendent of the Post Printing Co., Lindsay, with which he has been connected for the past fifty years.

Incensed because at a recent meeting to discuss the high cost of living, members of the Trades and Labor Council referred to the grocers' "ring," the London Retail Grocers' Association contemplate taking legal proceedings against the speakers for libel.

Wm. D. Dack, Toronto, died suddenly on October 20, at his home on Dovercourt Rd. Mr. Dack traveled for Warren Brothers & Co., of Toronto, for more than twenty-five years. For many years he covered the territory of Central Ontario, but of recent years he represented his company in the Niagara Peninsula. Mr. Dack was one of the few remaining citizens who have been privileged to watch Toronto's growth from a hamlet to a large city.

Stephen Y. Jardine, a Blackville merchant, met sudden death on Saturday, October 7, while returning to his home from Newcastle, when the car he was driving plunged over the bridge at White Rapid Bridge, pinning Mr. Jardine under it. All the other occupants of the car escaped serious injury.

Western Provinces

H. H. Brown, Ltd., Medicine Hat, has opened a general store.

J. A. Russell, Edmonton, has discontinued his grocery business.

The Novelty Candy Company, Calgary, have started in business.

C. M. Reardon, Victoria, have sold the stock of their grocery store to Western Grocery Co.

K. F. Oxley, Kelowna, B.C., has sold his grocery business to J. F. Fummerton, of Innisfail, Sask. Before leaving to accept a position on the sales force of The W. H. Mallsin Co., Mr. Oxley was presented with a leather traveling bag, by the business men of the town.

The contract has been let to Messrs. More & McWilliams for the erection of Campbell, Wilson & Strathdee's, Swift Current warehouse, which is to be built on the corner of Railway street and Eighth avenue west. Excavation has commenced and it is intended to have the building ready for housing the stock by the middle of December.

Manitoba

John Gavin, Regina, is adding meats to his grocery business.

J. Karason, general merchant, Regina, is commencing business.

N. O. Pocock, grocers, etc., Wolseley, has discontinued his business.

J. A. Morrow, grocer, Alsask, has sold his business to Isaac Wright.

F. R. Law, grocer, Edmonton, has sold his business to W. W. Keeler.

J. G. Boyd, Pleasant Valley, has moved his general store to Ethelton.

Hinsoork & Carter, general merchants, Northgate, have discontinued.

Samuel Kovish, Saskatoon, is discontinuing his grocery business.

S. E. Collins has purchased the Wesley Grocery Store, Winnipeg.

E. H. Smith, grocer, Winnipeg, has sold to Robins and Broomfield.

W. Dowie, grocer, Grandvital, has been succeeded by Mildred Asten.

J. K. Hammond, North Battleford, has discontinued his grocery business.

J. Wacknow, general merchant, Winnipeg, is removing to Hilbre, Man.

P. Polsky, grocer, Brandon, has been succeeded by Cristall & Schwartz.

Hallonquist Bros., grocers, Weyburn, have been succeeded by R. H. Guest.

A. F. Brock & Co., grocers, Winnipeg, have been succeeded by W. H. Olson.

J. A. Martens, general merchant, Dalmeny, has sold his business to H. Walkentin.

Munro & McMillan, general merchants, Central Butte, have dissolved partnership.

Mutual Purchasing Company, grocery brokers, Winnipeg, are commencing business.

J. L. Ratner, general merchant, Ratner, has been succeeded by Rosenberg & Vicker.

R. Roome & Co., general store merchants, Dundurn, have sold to J. H. Notter & Co.

Cameron & Heap Co., Dauphin, wholesale grocers, have been granted a Dominion charter.

Geo. Lukaschuk & Son, general merchants, Rembrandt, have been succeeded by Chas. Schiek.

T. J. Cowan, general merchant, Dinsmore, has sold out his business to Wilence Bros. & Fishman.

Macaroni wheat is being experimented with at Raymond, Alta., this year, and has yielded 135 bushels to the acre.

Percy Berry, eldest son of E. L. Berry, grocer, and secretary of the Board of Trade, Ladner, B.C., died last week at the age of 31.

F. W. Poidevin has purchased the stock of Fenson and Co., 410 St. John's avenue, Winnipeg, and will handle groceries, fruits, provisions, etc.

George A. Tapley has opened with a stock of fruits, vegetables and groceries, at 213 Iroquois street west, Moose Jaw, and will do business only on a cash basis.

The new mill, warehouse and elevator being built by the Lake of the Woods Milling Co., Medicine Hat, is expected to be ready to receive grain inside of two weeks.

George Buscombe, who for the past twelve years has filled the position of general manager of the F. Buscombe Co., wholesale crockery dealers, Vancouver, has retired from this position.

A meeting of the recently organized Brandon Retail Merchants' Association was held in the Y.M.C.A. on Tuesday, when J. H. Curle, secretary of the Manitoba Association, delivered an address on "The Small Debts Court and Costs System."

The grocery business hitherto conducted by Hallonquist Bros., at Weyburn, Sask., re-opened under new management last week. R. H. Guest has acquired the business by purchase, and the business will now be known as Guest's Grocery. E. Hallonquist will assist in the store.

WHY SO LITTLE MAPLE SUGAR?

(Continued from page 122.)

As regards the present market for maple products the syrup per Imperial gallon can No. 1 quality, is worth $1.50 (price to retailers). The sugar in blocks of 1 lb., 2 lbs., and 5 lbs., is selling to the retailer at from 13 cents to 16 cents per lb. There is every prospect that the market is going firmer, as supplies for large orders are very scanty. Export demand (to Britain), was doubled this year, and at present as much as 13¼ cents was, only in October, refused for maple sugar in carload lots. A significant sign also is the fact that even the farmers themselves who made maple sugar this 1916 season, have been trying to buy some back for their own use from the wholesalers.

AN ERROR CORRECTED

In the issue of October 13, CANADIAN GROCER, page one, there was a typographical error in the announcement of W. G. Patrick & Company. The word "Komlets" should have been "Kornlets." As the word indicates, "Kornlets" is made from corn. It is used for making soups, puddings, fritters, cakes, etc.

THE MANITOBA MARKETS

(Continued from page 134.)

1, and last week was asking $3.85. One of the largest jobbers was offering corn at $2.35, claiming that they had made heavy purchases lately, which enabled them to sell at this figure. It is estimated now that tomatoes will open in the neighborhood of $4.20 to the Western retailer. Prices vary considerably in Winnipeg on canned salmon; some houses are selling at very low figures, and are liable to be out of stock; other jobbers show no desire to sell, preferring to hold until the market is higher. New prices have been named on beans, beets, pears, plums, gooseberries, and tomato catsup in 2-lb. tins. The following advances per case have taken place over last year's quotations:—

Wax beans	0 .5
Refugee beans	0 55
Whole beets, 2s	0 1.
Bartlett pears, in heavy syrup	0 65
Lombard plums, in light syrup	0 65
Lombard plums, in heavy syrup	0 65
Damson plums, in light syrup	0 85
Damson plums, in heavy syrup	0 95
Greengage plums, in light syrup	1 00
Greengage plums, in heavy syrup	1 10
Gooseberries, in heavy syrup	0 65
Tomato catsup, in 2 lb. tins	0 11

Two Dollar Decline on Lemons

Winnipeg—

FRUIT AND VEGETABLES.—The surprise of the week is a decline of two dollars in the price of California lemons. During the summer they jumped to $10, but dropped to $9.50, where they stayed for a considerable time. This week lemons declined to $7.50. The market was too high, and the weather did not warrant such a price. New lines on the market included California head lettuce, selling at 4.50 per crate. Ontario tomatoes are off, and are replaced by Californias, which bring $2.25 per box. B. C. onions in 100-lb. crates are bringing $3.50 this week. Tokay grapes are slightly higher—$3.25 per crate, and Valencia oranges are quoted at $6 per case.

Fresh Fruits—	
Apples—	
McIntosh Red, No. 1	2 25
Bananas, lb.	0 04½
Grapefruit, case	5 00
Grapes, Ont., basket	0 25
Grapes, Ont., basket	0 25
Grapes, Tokays	3 25
Valencia oranges, case	6 00
California lemons	7 50
Peaches, crate	1 20
Prunes, Italian peach boxes	1 10
Vegetables—	
B.C. potatoes, new, lb.	
B.C. onions, 100-lb. crates	3 50
Spanish onions, case	1 50 1 75
Tomatoes, California, box	2 25
Celery, B.C., lb.	0 08
Head lettuce, Cal., crate	4 50

Halibut Scarce and Advancing in Price

Winnipeg—

FISH AND POULTRY.—The feature to the market is, without doubt, that halibut is very scarce. It is quoted at 15c this week, and wholesale dealers predict that it will be bringing 20c before the winter is over. There will be very little new until the freeze-up, when we shall receive full lines of Atlantic fish Poultry is coming in much better. Roasting chicken is a cent down, now 25c. The following are other poultry quotations: Ducks, 25c; geese, 22c; fowl, 20c, and turkey, 35c.

Fish—	
Fresh salmon	0 16
Fresh halibut	0 15
Lake Winnipeg whitefish	0 10
Fresh finnan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 12 0 12½
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 50
Pickerel, lb.	0 10
Poultry, Live—	
Fowl	0 20
Roasting chicken	0 25
Turkey	0 35
Ducks	0 25
Geese	0 22

TWO ADVANCES ON FLOUR IN WEEK

Winnipeg

FLOUR AND CEREALS.—At the time of writing, first patents stood at $9.40, two advances of 20c having taken place last week. The wheat market is steady and advancing. Deliveries of wheat have been interfered with by bad weather conditions in the country, which no doubt has affected the market. If the railway strike should develop, it is hard to say what would happen; the mills could not grind, and they could not get stuff in or out, so that they would be in about the same position. Rolled oats stand at $2.75. The corn meal market was very strong last week, and an advance expected. Minneapolis millers sent out quotations on an advanced basis of 60c per barrel, due to scarcity of good milling corn. Feeds are still firm, bran selling at $24, and shorts and middlings at $26. The big demand is for shorts.

Flour—	
Best patents	9 40
Bakers	8 90
Clears	8 26
XXXX	7 20
Cereals—	
Rolled oats, 80 lbs.	2 75
Rolled oats, bags, family size	3 90
Oatmeal, standard and grain, 98 lbs.	3 10
Cornmeal, 98 lbs	3 00
Feeds—	
Bran, per ton	24 00
Shorts, ton	26 00
Middlings, ton	26 00
Mixed chop, ton	36 00

Mr. R. G. Lind, of the Lind Brokerage Co., Toronto, was in Montreal during the week.

Roll of Honor

Driver Eugene F. Woodrow, of West St. John, formerly employed by Nortop & Company, wholesale grocers, St. John, N.B., was wounded in the leg and thigh on September 18.

Major G. A. Reid, Sault Ste. Marie, was killed in the Battle of the Somme, October 8. Prior to enlisting, Major Reid was engaged in the wholesale grocery business, and later in the real estate business.

Sergeant-Major Charles H. Wright, formerly head of the shipping department with Baird & Peters, wholesale grocers, was wounded on October 8 while fighting in France.

W. J. Wright, grocer, Poplar, Ont., has two sons serving their country—W. J. Wright, Jr., 119th Batt., now in England, and S. W. Wright, 195th Batt., at Camp Hughes. He tried to enlist in the 169th Batt., but was medically unfit.

Lance-Corporal Robert N. Anderson, native of St. John, and more recently employed as a grocery store in Moncton, N.B., was killed in action in France recently. He is survived by his wife and three sisters. He was thirty years of age.

Major H. L. Gaetz, Red Deer, Alta., is reported killed in action, September 26. Before enlisting in the 31st Batt., he was engaged in mercantile business in Red Deer and at Rocky Mountain House and was associated most of the time with his brother, T. A. Gaetz.

Sergeant William J. Seymour, aged twenty-eight years, a former employee of T. H. Estabrooks Co., Ltd., tea packers, St. John, N.B., was killed in action on September 28. His wife and three children survive, and his father and only brother are overseas.

Thomas Gorman, a leading wholesale grocer in St. John, N.B., received word on October 21 that his son, Thomas James Gorman, had been killed in action. The young man had been a student at the University of New Brunswick when war was declared, and went overseas with a university battery of artillery.

Lance Corporal Clarence H. Smith, serving with the 43rd Battalion, was admitted to Town Hall Military Hospital Wallasay, England, or or about October 10, suffering from shrapnel wounds in both arms. Before enlisting he covered Northwest Saskatchewan for H. G. Smith, Ltd., wholesale grocers, Regina, Sask.

Sergeant John L. McQuillan, Kelowna, B.C., has been killed in action. Previous to enlisting, Sergt. McQuillan was with the McKenzie Company. Another member of the staff, Lance Corporal C. Skukley, is now convalescing in England, while still another member of the staff. Pte. C. McPhee is now on his way overseas. These three left the employ of McKenzie Co. to don the khaki.

Lieut. Jack McMillan, of Kelowna, B.C., has been killed in action. The deceased was one of the first to answer the call to duty, leaving with the 48th Battalion, C.E.F. He was formerly on the staff of Thomas Lawson, Ltd., in the grocery department, but prior to his leaving for the front was buyer for McKenzie Co., Ltd. His position made him widely known and his pleasant disposition gained for him the highest esteem of all who knew him.

In these columns a short time ago, it was recorded that Lieut. Ernest H. Welch, of St. John, N.B., had been wounded. Word had been received since that he had recovered sufficiently to return to the trenches and that, within a few days of his return, he was killed in action. He was twenty-five years of age and had been engaged as traveler for W. J. Wetmore, of St. John, in grocery and confectionery specialties. Orders had been issued for his return to Canada to take a higher rank in the N. B. Kilties. His mother survives.

CHANGE OF ADDRESS

W. G. Patrick & Co., Winnipeg, are moving their Winnipeg branch from their present quarters to the third floor of the Gowans-Kent Western, Ltd., Building, 168 Market avenue, east, where they will have increased floor space, better shipping facilities and an up-to-date sample room. The Winnipeg office will be in charge of R. C. Blackburn, who originally opened the Winnipeg branch. The sales force consists of Edmund Thomas, covering Alberta and British Columbia, and A. S. Nesbett, covering Saskatchewan and Manitoba, with the exception of Winnipeg city.

HALIFAX WILL BE DARK AT NIGHT

The street lights and other principal electrical displays at Halifax, are to be extinguished on account of enemy submarines operating near our coast. Citizens are asked to subdue all lights by drawing blinds or otherwise keeping the rays from the street. Shopkeepers are to be asked to keep all window lights turned off and protect the rays from the inside lighting from reaching the street. Special care is requested as to all lights in the least liable to shine on the harbor or be visible from the waterfront.

WHOLE PRICES REACH HIGH MARK

(Continued from page 78.)

obtainable. The crop of 1914 in Canada had been somewhat smaller. Prices advanced during 1915 reaching $3.40 to $3.50 in August as compared with $2.30 to $2.35 a year before. By the end of the year the price had reached $4.50 to $4.75. The average price for the year was $3.28 as comparel with $2.60 in 1914 and $2.44 in 1913. The crop in 1915 was still smaller than in 1914 and was adversely affected in quality by wet weather in the autumn. The crop in Michigan was also reduced by wet weather last year, the season being the wettest in 25 years. There has been an excellent export demand for beans throughout the year.

Apples Bring Good Prices

Apple prices during the present year will no doubt be fairly high. The crop in Canada has been light, not being much over a half normal crop. In the year 1914 prices were down to a low level owing to the large yield and the expected curtailment of the export demand for Europe. Winter apples in January, 1915, were therefore $2.50 to $3.50 per barrel as compared with $3 to $4.50 a year previous. A good demand, however, materialized in Canada and prices improved, in May of last year reaching $3 to $5. This compared with $4.50 to $7 a year before. Prices for the fall pick of apples opened around $3.50 for No. 3's and ranged from $5 to $7 for No. 1's. Higher prices will in all probability prevail before the winter is over.

Potatoes a Poor Yield

Potatoes in Ontario were a poor yield this year, due to the late and wet spring, and to the long continued dry weather in summer. The price opened around $1.50 per bag for very dry Ontario potatoes and ranged up to $1.85. It is expected the price will be considerably higher as the season advances. The crop of 1914 was very large in New Brunswick and very good in Ontario and Quebec. There was a poor crop in Manitoba and only a small crop in Alberta and Saskatchewan, with a good crop in British Columbia.

Other Groceries High.

Canned goods in one of the lines which is exceptionally high this year. Flour has reached the record price for many years past. Hogs also reached a high level during the year. Butter, eggs and cheese, under the stimulus of an excellent export demand, carried exceptionally high prices for the fall season of the year. The early drying up of pasture also shut off the milk supply and further helped increase the price. Taken altogether the year 1916 has been extraordinary in the matter of prices. When the averages for the year are taken it will perhaps be found they eclipse in their high levels anything that has been quoted for quite some years.

Well Equipped Provision Department

Description of Store of W. Howell, a Toronto Merchant, Who Has Made a Special Success of This Department—Refrigeration Equipment is Very Ample and Complete

ATTRACTIVELY displayed goods are already half sold. Especially is this true of the produce department in any grocery store. People may overlook careless handling of canned or bottled goods, or commodities of that nature, but they will not overlook careless and insanitary handling of produce.

As an example of what can be done by care, a little judicious expenditure, and a considerable attention to detail, the store of Mr. W. Howell, at 2377 Queen St. East, Toronto, might well be noted.

Mr. Howell has not been urged on by the competition of other merchants, as he might have been in the centre of the city. His store is located towards the outskirts and he has had to compete only with his own ideas of the way provisions should be handled, and unquestionably he has set a very high standard.

It would have been interesting to have had some views of this attractive store, but unfortunately it was not possible to get them in time; so a mere verbal description must suffice.

Mr. Howell, while dealing in both groceries and meats, lays the emphasis on the latter, and the bulk of the store is given over to their handling. Along the side of the store run glass fronted show cases, porcelain shelved, and fitted with cold storage pipes. In these are displayed such commodities as butter, eggs, cooked meats, etc. Joining this, and at the end of the store, is a similar fixture only with its upper shelf fitted for the display of fish. This is also fitted with cold storage pipes. Surmounting these display cases are individual bins made of glass—glass-fronted and glass topped, with only an opening facing towards the clerk for the withdrawal of goods. These bins prove a most effective display case for all manner of vegetables. They also guarantee a minimum handling of the goods in question and consequently tend to the economic as well as the sanitary handling of these products. For fruit and vegetables often suffer considerably from careless handling of customers when displayed in the ordinary way. Another interesting innovation in Mr. Howell's store is the large refrigerator that occupies almost the whole rear of the store. This refrigerator has a large plate glass front, that makes it in itself a display case, for cuts of meat too large to be readily displayed in the counter show cases. To make this still more effective, shaded lights have been arranged to throw their rays directly into the refrigerator. So even the refrigerator becomes an effective selling agency. All tables and counters, with the exception of the chopping blocks, are porcelain covered, and consequently not only appear clean, but are clean. The quality of cleanliness is accentuated by the use of white porcelain and white enamel for decorative purposes. The general impression is one of sanitary completeness. Nothing is hidden, nothing is unduly handled, surely a happy combination.

The grocery department is kept entirely separate from that of provisions, and is handled in the same effective way. Mr. Howell has taken advantage of all the modern machinery and equipment, and has adapted them to his own particular needs.

Of course, this sort of handling costs. The initial item for "fixtures" might assume almost alarming proportions. But, unquestionably, modern methods pay. They pay in the satisfaction of the customer, which is your best advertising medium, they pay in elimination of waste which is the surest sign of injudicious handling. They pay in the satisfaction of the man who knows that he is making his business pay a maximum profit on his investment.

Can You Answer These Questions?

NOT long ago the National Wholesale Grocers' Association established a new department of activity, in charge of what they term an "educational director."

One of the first steps taken by this official was to prepare a list of questions.

How many of them can you answer from your knowledge of your own business matters?

Here's the List

1. When was your cash on hand checked last?
2. When were your cash book footings proved?
3. When was your bank account reconciled?
4. Is your general ledger in balance?
5. Is your sales ledger in balance?
6. Are you sure that advantage is taken of all discounts for cash within the time limit fixed?
7. Have you a statement of accounts and bills receivable? (a) Are the past due reported? (b) Are the accounts in check? (c) When were they verified? (d) How are the accounts posted? (e) From what are they posted? (f) Are invoices checked against the goods received? (g) How are your bills drawn?
8. What record have you of cash sales?
9. What record have you of allowances to customers?
10. How do you keep your register of orders?
11. How are the receiving books kept?
12. Are you carrying sufficient merchandise insurance to cover your present stock, or is your stock over-insured?
13. Are your furniture and fixtures covered by insurance?
14. Do you carry liability insurance?
15. Are your salesmen and other employes handling cash adequately bonded?
16. Is your sprinkler system tested regularly? Are your fire buckets filled, your extinguishers workable, and the hose usable?
17. What precaution do you take to see that your insurance policies are renewed on time?
18. Where are your insurance policies kept?
19. Are the letters of your subordinates tactful?
20. Are letters answered promptly and courteously?
21. Are your files kept so that correspondence can be readily located?
22. Is your filing system such as not to cripple your work in your file clerk's absence?
23. What control is used to avoid unnecessary telephone and telegraph charges?
24. What are the physical conditions of your warehouse?
25. Is the stock neatly arranged and easily accessible?
26. Is the arrangement such as to avoid unnecessary deterioration, loss or damage?
27. Have your scales been tested recently?
28. Are your employes held accountable for regular hours?
29. How long since the routes of your salesmen were checked?
30. Are your salesmen's expense books carefully audited?
31. How are your bills of lading kept?
32. Is any check kept on the unnecessary and unauthorized use of stationery?

Apples Scarce and High-Priced

On the Best Grades Prices Will Run at Least a Dollar a Barrel More Than in Previous Seasons—Some American Apples Are Being Imported.

AMONG the commodities that are soaring in price for the winter trade, are all varieties of apples. It is too early as yet to give any idea of what the winter varieties will sell at, but it is a safe guess that they will be at least a dollar higher per barrel than the prevailing prices of the last few years. Some sections of Ontario that usually are very heavy shipping points will hardly have enough apples for home consumption, and throughout the whole apple section of Ontario, the crop is very much inferior to that of former years.

There is a small crop of apples in Nova Scotia, but these are not greatly favored by the Ontario trade owing to the barrel used in that section being about a peck short of the standard Ontario barrel.

The American crop is fair. But there too, there is a diversity of barrel sizes that is an argument against their sale on this side of the line,—as is also the fact that they are not graded according to Canadian Government standard. Maine has a large crop and there are some heavy importations coming to Canadian markets. But these apples though cheaper across the line, have to meet the new government tax of 90 cents a barrel with the war tax additional, so they cannot be laid down much cheaper than the Canadian apples.

The general poor quality of the Canadian apple crop is one of the worst features of the situation. It is being met however, by a more than usually strict grading inspection. While No. 1 apples will be much scarcer than for many years. The strict grading is making the No. 2 and No. 3 grades much more desirable. Many of the No. 2 grades now being packed will prove a very satisfactory substitute for the higher grade.

The best known varieties of apples such as McIntosh, Fameuse, Spy, Baldwin and Greening will be almost prohibitive in price. These are the apples known by all housekeepers and hence the varieties in greatest demand. There are other good standard apples however that may well be used as substitutes that will probably be bought considerably cheaper than the varieties noted. Among these the Stark, a good general purpose apple and one of the best keeping varieties. The Baxter, Phoenix, Nonsuch, Canada Red, Seek, Blenheim and Ribston Pippins, all apples appearing plentifully on Canadian markets can be bought without fear of loss. Among the cheaper cooking apples are the Swaas, Culvert, Jennetting, Cooper's Market, Cranberry Pippin. This to mention only a few of the available varieties. These are the apples that in the fruit wholesalers words "need moving" because they are not generally in demand. And an article that needs moving can usually be bought at an advantageous price. Perhaps herein may lie a partial remedy for the era of high price that seems to threaten the apple trade.

BRITAIN TO CONTROL WHEAT

The British Government has decided to appoint a Royal Commission, with Lord Crawford as chairman, to take steps necessary to insure adequate and regular supplies of wheat and flour. Mr. Runciman said it had become clear that the supplying of wheat for Great Britain could not be left to private enterprise. In anticipation of this action the Government has made a large purchase of wheat in Australia.

Charles Earle, for many years a salesman of the Maritime Fish Co., of Montreal, has resigned to go into business on his own account in his native town of Charlottetown, P.E.I. Mr. Earle is one of the best known fishmen in Canada, having traveled from Coast to Coast for a number of years. His ability as a singer has made him, since the war, a well-known figure in circles in Montreal that devote themselves to the entertainment of the soldiers. Mr. Earle will do a wholesale business in produce, poultry and fish throughout the country.

An exceptionally good fruit window in the store of Dowling and Reed, Brandon, Man.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

PERHAPS the most sensational happening during the week was the high prices named for canned tomatoes, corn and pumpkin. These prices have been well over 100 per cent. in advance of the opening prices of last year. Canners are going to deliver only 25 per cent. on tomatoes, 50 per cent. on corn and between 25 and 30 per cent. on pumpkin. Peaches will be 100 per cent. delivery. Dried fruits of all kinds have been firm and advancing in price.

Grocery markets have during the week quite generally tended upward. Sugar advanced 45c with three of the Canadian refiners, while the fourth Canadian refiner recorded an advance of only 20c per 100 pounds. Flour has touched new high levels with an advance of 40c per barrel recorded during the week. The price is not far short of the $10 level, being now quoted at $9.70 Toronto, in car lots and $9.90 in less than car lots. Cheese has also firmed in price and is selling ½c up. Storage eggs are in better demand, owing to meagre supplies of fresh laid eggs. In consequence, storage varieties have advanced in price. Cornstarch has advanced ½c lb. Butter has again advanced 2c and commission men are looking forward to 50c butter in the near future. Many commission men are in favor of the Government allowing oleomargarine to be brought into or manufactured in Canada. It is said that a first quality of this article can be made and sold at 25c to 30c lb. It is said to be a wholesome, palatable article when properly made from a good grade of butter mixed with cottonseed oil and beef fat.

There is an added firmness in the spice markets this week, due to higher prices indicated by cables from the primary markets. Peppers are very strong and advances would not come as a surprise.

Prices of candied peels have firmed up considerably and in some cases advances of from 1 to 2c have been recorded. Seeded raisins are up 2½c lb. On some lines of seedless raisins there will be only 75% delivery. Prunes have advanced ½c in local markets. The currant situation is unchanged from last week. There is a big demand for rice, owing to the comparative cheapness of this food. Beans are firmer in price this week. Shelled almonds are easier, while walnuts have advanced in price. A number of fish lines have advanced in price and the effects of the Government placing large orders for fish for the troops is becoming felt. Potatoes advanced during the week and steadily higher prices may be looked for from now on. Exports of potatoes from New Brunswick to Cuba have had a tendency to firm up the Eastern market. Generally, business is good, despite the very high prices prevailing.

QUEBEC MARKETS

MONTREAL, Oct. 24th.—"Ominous" is the word used by one wholesaler in commenting on the continued firmness of prices which is more than ever noticeable in the market reports of this week. No doubt the opening price announcements in regard to canned goods, the clamberig propensities of sugar, the aeroplane flights of flour had to do with the forebodings of the wholesale trade as regards price tendencies. Certainly canned goods gave cause for grave thinking. Flour too with a further 20 cents increase announced on date of writing, furnished food for thought at less cost in coin than it furnished for the physical frame. But the kind of thinking that inclines towards flour at $12 a barrel which is the forecast of one market watcher is not much of a money-maker in itself. Starches have risen half a cent also this week, and reports from all branches of the food markets are towards greater firmness, so much so that no one in touch with any market is at all exuberant, but rather inclined to go warily in doubt as to what may be ahead. Yet in spite of doubts business is still reported extraordinarily active in many directions, people seemingly anxious, to buy readily enough at retail, though retailers are admittedly buying 'from hand to mouth'.

Record Prices Out On Canned Vegetables

Montreal

CANNED GOODS.—New prices f.o.b. factory have been announced for canned vegetables, and wholesalers are shaking their heads over them. Canners who have been doing their best to meet exceptionally adverse conditions are none too contented either. The whole market for canned goods is something of a nightmare to those with minds accustomed to before-the-war prices, and a source of anxiety all round. The prices announced on Tuesday morning in Montreal (f.o.b. factory) for tomatoes are 3's $2.25 per dozen, 2½'s, $2.15 per dozen. "Who's going to buy tomatoes in the can at 25 cents?" was the terse comment of one wholesale. But the market is going firmer from wholesale to retail nevertheless. Corn group "A" is quoted at $1.47½. Group "B" $1.45. Peas, Group A $1.07½; Group B $1.05; Pumpkin $1.50; Peaches $1.60 for 2's and $1.95 for 2½'s f.o.b. factory.

These prices are as far as the canners have gone with vegetables, and it is certain now that only a varying percentage of each line can be delivered. Tomatoes are scarce beyond question. So much so that large importations are being made of United States canned tomatoes. Other lines of canned goods altered upwards in price this week are gallon apples up 25 cents to $3.25. Evaporated milk (all lines) family size now $4.25, an increase of 15 cents per case. Salmon, chums up 10 cents to $1.20 case. Pinks up 15 cents to $1.50 case. These latter are wholesalers' prices to retailer. The regular scale of wholesale process of new Canadian canned vegetables based on the prices given above will be available shortly.

Sugar Much Firmer, But Market Uneven

Montreal

SUGAR.—Not only has sugar reached and passed the limit of the 25 cent rise in price predicted in trade circles a couple of weeks ago, but it has gone well over 25 cents better. On Oct. 11, (as reported last week) sugar rose by

10 cents a 100 lbs. coming within 5 cents of the predicted 25 cent rise. On Oct. 19, at 4 p.m. sugar went up a further 20 cents leaving the predicted 25 cent figure of increase 15 cents in the background. On Saturday, Oct. 21, all refiners in Montreal but one firm, agreed to a still further increase in price of 25 cents per 100 lbs. making 45 cents increase in all, since Oct. 11. With raw cubas at New York selling at 5½ cents and the market very firm, the high price seemed like a stayer, and the one concern holding off from the 25 cent increase of the 21st Oct., was considered likely to come in line with the others. Headquarters of the concern admitted that if the market got firmer they would come up in price, but as the state of the market was considered very unstable, were also quite ready to expect the other refiners' prices to drop back. Prices quoted are on the highest scale that of the majority.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	8 05
20 lb. bags	8 15
2 and 5-lb. bags	8 35
Extra Ground Sugars	
Barrels	8 40
50 lb. boxes	8 60
25 lb. boxes	8 80
Yellow Sugars—	
No. 1, 100 lb. bags	7 65
Dark yellow, 100 lb. bags	7 45
Bright coffee, bbls. only, cwt.	7 90
Powdered Sugars—	
Barrels	8 20
50 lb. boxes	8 40
25 lb. boxes	8 60
Paris Lumps—	
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Crystal Diamonds—	
Barrels	8 65
100 lb. boxes	8 75
50 lb. boxes	8 85
25 lb. boxes	9 05
Cartons	9 45
Half cartons	10 45

From one concern at the time of writing in Montreal it was possible to obtain these grades of sugar at 25c per 100 lbs. less than above prices.

Tea Market Firmer: Japans a Shade Up

Montreal

TEA.—With good stocks of teas in the country, and with good stocks arriving are being bought at firmer prices the market is in a steady condition on the firming trend as regards the higher qualities of black teas. Japan teas have had a good season, and show excellent qualities due to more improved methods of handling the crops. In regard to Japan teas in particular there has been a little better feeling during the past week, several parcels having been sold at from 13½ to 15 cents. There is also good enquiry for second grade teas of which there appears to be a general shortage. Regarding China Teas, recent cable advices are that the Chinese market is absolutely exhausted of all low grade teas, gunpowders, moyunes, Ping sueys, and young Hysons, and that no further quantities are to be obtained.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee Considered A Business Getter

Montreal

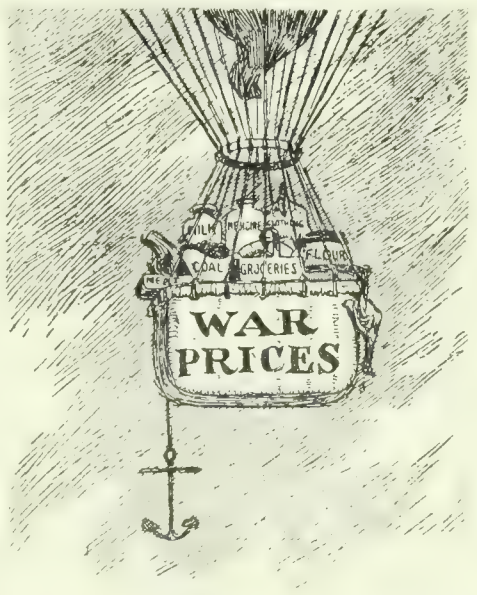
COFFEE.—With October drawing to a close, coffee remains consistently in quiet market. Some few ripples passed over the placid surfaces of the coffee market in New York, but they were fleeting, and due only to the attempts of a few speculators to liven things up. Primary markets remain the same as for many a day. European demand is not what it was, and coffee merchants are glad to notice a distinct increase of Canadian consumption of coffee now that winter approaches. The fact that retailers who handle coffee right, making the line a first class store reputation builder, invariably reap immense benefits in general lines of goods as well as in coffee, is pointed to as a fact proven and worth noticing.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 35	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 21	0 24
Santos, lb.	0 22	0 23

Molasses and Corn Syrups Go Firmer

Montreal

MOLASSES AND SYRUPS.—The general firming tendency of the market has been marked in regard to molasses by a shading upwards of prices. Fancy Molasses in puncheons now quotes at



63-65 cents with the emphasis on the 65 cents which is a cent higher than last week's quotations. In barrels, molasses costs 3 cents more per gallon. The choice grade quotes at 5 cents less than the Fancy. Reports say that there is no longer any fancy grade molasses obtainable in Barbadoes. Corn syrups are increased by 25 cents a case on an average, and for bulk goods 25 cents per 100 lbs. Glucose is in active and advancing market at present.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal.	
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
BBarrels, per lb., 4½c; ½ bbls., 4¾c; ¼ bbls..		0 05
Cases, 2 lb. tins, 2 doz. in case		3 25
Cases, 5 lb. tins, 1 doz. in case		3 65

Firm Prices Ruling For Hallowe'en Fare

Montreal

NUTS.—All nuts in the shell have gone up a cent a pound to the jobber, but the only advance noted on the market for nuts this week as far as the retail trade is concerned, is an advance of one cent a pound on shelled walnuts. These are now quoted at from 40 to 42 cents per lb. Hallowe'en the season of nut consumption is furnishing a foretaste of "seasonable" goods price increases this year for nuts are generally much firmer priced than formerly.

Almonds (Tara), per lb.		0 19
Brazil nuts (1916 crop), per lb		0 19
Filberts (Sicily), per lb.		0 19
Hickory nuts (large and small), per lb.		0 09
Peanuts (coon), per lb.		0 10
Peanuts (Jumbo), per lb.		0 13
Pecans (new Jumbo), per lb.		0 18
Walnuts (Bordeaux, shelled)	0 40	0 42

Fine Quality of Beans Coming In

Montreal

DRIED VEGETABLES.—While there was some slight complaint as to quality of peas found on the market last week, the market this week has very good reports of the bean crop. Not as regards quantity, but as regards quality the report is good. Fine ripe hand-picked beans will be marketed this season from the Canadian growing centres. Prices are ruling firm. Split peas have gone up to $6.25 per 98 lb. bag. Barley is firm. There is a good demand for Dried Vegetables.

Beans—		
Canadian, 3-lb. pickers, per bushel		6 00
Canadian, hand-picked	6 75	7 00
Canadian, 5-lb. pickers		5 60
Yellow eyes, per bushel		5 70
Lima, per lb.	0 08½	0 09
Peas, white soup per bushel	3 25	3 50
Peas, split, bag 98 lbs., new crop	6 00	6 25
Barley, pot, per bag		3 80
Barley, pearl, per bag	4 65	5 20

Dried Fruits Show General Firmness

Montreal

DRIED FRUITS.—Currants have reached phenomenal prices quoted now 16 cents per pound in bulk to the jobber for new crop offerings. This is the actual quotation to retailer of the market for old crop still available. Package new crop are at 17 cents to the jobber. Everything points to much firmer currant quotes to retailer than present market. As much as 20 cents per pound was actually paid by one dealer buying a consignment of uncleaned currants in barrels in New York. Hardly a tenth of the crop is being shipped from the prim-

ary markets according to cables. California raisins are water damaged and up 1½ cents at the primary market. Sulphur bleached are 17 cents and soda bleached 16 cents there already, which points to much firmer conditions of market for the retailer. Muscatel raisins, though growers announce that they can fill 100 per cent. of orders received to date, will be scarce and costlier. Figs and prunes are hurt by the rains. Old crop prunes are up ½ a cent a pound in Montreal to retailer. New crop will not be in till November. Candied peels are to be scarcer.

In all these lines of Christmas fare, the market is being advised by the wholesalers to stock up for season's needs at present prices rather than take chances in such general conditions of firming tendency.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 08½	0 09
Apples, choice winter, 50-lb. boxes	....	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 25
Lemon	....	0 20
Orange	....	0 21
Currants—		
Filiatras, fine, loose, new	0 16	0 17
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, loose, new	....	0 09½
Hallowee, 1-lb. pkgs.	....	0 09
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15½
50 to 90, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 09	0 09½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster		3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 10
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market

Spice Market Still Firming Slightly

Montreal—

SPICES.—Conditions in the spice market maintain for the present week much as they have maintained for several weeks past. The firmness in cream of tartar continues. The market is firmer on pepper which is not as plentiful as previously. Pepper prices, however, are unchanged. High-grade red peppers are very scarce. Cloves show greater firmness. Nutmegs are in increased demand, and prices asked on this side are below primary market prices. Ginger is firmer. Cassias are unaltered. There is some hope that the Dutch embargo on carraways may be raised which would prevent further firmness in this line. In general the market for spices is trending towards firmness which, as spot stocks on the American Continent diminish, may bring prices much nearer the primary markets scale as at present.

	5 and 10 lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	0 28	0 85—0 93	—0 38
Peppers, white	0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	....	12-15

Fish Firming Up: Haddock Higher

Montreal—

FISH AND SHELLFISH.—The increase in prices anticipated as regards fish, and predicted last week in CANADIAN GROCER has now begun to materialize. A further advance on fresh haddock and fresh halibut has taken place this week. Haddock particularly has jumped up to a record price selling now at ten cents. Hilibut has not advanced as high comparatively, as haddock, but yet the tendency is for higher prices. Salmon is also following closely along the same lines. With the approach of colder weather frozen fish is being talked of more, and judging from reports it seems that stiff prices will prevail. It is impossible to quote, however, until the trade has revised the offerings. Shell and bulk oysters are pretty active, and quoted at high prices. It is close season now for Lake trout. White fish, dores, and pike are not over plentiful, still figures for these fish are comparatively reasonable. Following prices show some alterations from last week's.

SMOKED FISH	
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 13

Canned Tomatoes Named at New and Unheard of Levels

Price to Retail Trade is $2.17½ per Doz. —Will be Only 25 Per Cent. of Delivery—Corn Opened at $1.47½ on Naming of New Prices by Canadian Canners

CANNED GOODS.—All records have been broken in the prices at which canned goods have opened to the trade following the announcement of prices by the Canadian canners. Tomatoes in 2½-lb. tins are now quoted at $2.17½, Toronto, which is a record price for that commodity. There was a further surprise in that it was decided that only a 25 per cent. delivery could be made.

Corn also opened at new high levels, the price named to the retail trade being $1.47½ per dozen. The opening price on canned corn last year was around 95c. There will be only a 50 per cent. delivery on corn. This year in the growing of corn has been an exceptional one. The ears did not mature, owing to the lateness with which it was necessary to plant the corn. Ensilage corn has even been used in certain instances to fill the need.

Canned peaches this year opened at $1.85 per dozen, which is slightly higher than last year. There was a fairly good crop of peaches, and it is the one thing that canners are able to make a 100 per cent. delivery on. Slightly higher prices were necessitated owing to the increased cost of cans and the higher cost of labor. On canned pumpkin there will be 25 to 30 per cent. delivery. It was a poor growing season and early frosts nipped the vines. The price of pumpkin to the retail trade has not yet been definitely fixed, but it is understood that it will be between $1.65 and $1.70. Pumpkin last year opened in the neighborhood of 85c per dozen for 3's.

In the face of the shortage in Canadian canned goods there have been some large orders placed for tomatoes in the United States. One order aggregated 25,000 cases, and it is understood still larger orders are being placed in other quarters. But the pack in the United States is also short, it being stated that no more than 50 per cent. of deliveries will be made there. At the present time tomatoes in the United States are quoted to the wholesale trade at $1.25, with comparatively few changing hands at these prices. By the time these goods are laid down in Canada with duty and freight paid they will cost in the neighborhood of $1.95. This would put the American tomatoes on a par with the opening price of Canadian tomatoes. Canadian canners, however, expect that American prices will range higher when the Canadian prices have become known in that market.

Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10 lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	11 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50
FRESH SEA FISH	
Halibut	18
Haddock, fancy, express, lb.	10
Mackerel, (med.) each	10
Mackerel (large), each	20
Cod, steak, fancy, express, lb.	10
Flounders	7
Salmon, Western	17 —18
Salmon, Gaspe	18
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 15
Herrings, lb.	0 0
Lake trout	0 12
Eels, lb.	0 09
Dore	0 13
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

Higher Prices Soon For All Apples

Montreal

FRUIT AND VEGETABLES.—Everything points to more expensive apples for the winter. Fameuse and McIntosh Reds now on sale are firm at $7.00 a barrel. Winter apples, Baldwins, Russets, Spies, etc. will certainly run $5.00 per barrel. Oranges are not as yet in large demand, some Porto Rico oranges are offering in small quantities. Lemons are as firm as ever at $3.50 to $4.25 per box. There is a scarcity of hot-house tomatoes. They are selling to retailer at 20 cents a pound, and there is a good demand for them. Montreal egg plant is over, and supplies from the States are expensive. Cauliflowers have been frosted in the country, and the few that survived have been selling briskly. Potatoes went up to $1.70 per bag (90 lbs) and may go higher. Head lettuce is up to 90 cents doz. and Brussels sprouts to 75 cents doz. Red onions are at $1.75 now. White squash at $2.00 doz. is just on the market. Horse radish has also appeared at 20 cents lb.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 [illegible]	
Lemons	3 50	4 25
California Tokay grapes	2 50	3 00
California Malagas	2 25	2 75
Basket peaches		0 50
	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	
Fameuse, per bbl.	7 00	

Brussels Sprouts, per doz. bunches		1 00
Cauliflower, per doz. bunches		1 50
Celery, per bunch	0 75	1 00
Onions, red		1 75
Peppers, red and green, per doz.		0 20
Potatoes, per bag (80 lbs.)		1 70
Carrots, per bag		0 75
Beets, per bag		0 75
Parsnips		1 00
Lettuce, Head, doz.		0 75
Lettuce, Curly, doz.		0 40
Lettuce, Romaine, doz.		1 00
Tomatoes, hothouse, lb.		0 30
Tomatoes (Montreal) per box		1 50

ONTARIO MARKETS

TORONTO, Oct. 26. There has been more than usual activity in flour and sugar during the week. Flour has advanced 40c per barrel, and sugar 45c per 100 pounds. One of the sensations of the week has been the opening price of canned tomatoes and corn. It has been a week of generally advancing prices.

FLOUR MAY ADVANCE

While CANADIAN GROCER is on the press, the wheat market is in such a condition that a further advance of 20c per barrel in flour is considered justified. At the close of the market on Wednesday one large milling concern said they were contemplating an advance. The Manitoba wheat market closed at $1.82⅞ on Wednesday, and flour men assert if the market holds at that figure on Thursday there will in all probability be an advance in flour on Thursday. Should the advance take place, it will make the price $9.90 in car lots and $10.10 in small lots. Ontario winter wheat flour has advanced to $9 for high patents and for second patents, $8.50 in car lots, and $8.80 in small lots.

Sugar Advances 45c; One Refiner 25c Under

Toronto

SUGAR.—The week in sugar has witnessed two advances—one of 20c on Friday, October 20, which was general by all Canadian refiners, and a second advance of 25c, which was put into effect by three out of the four Canadian refiners. In the instance of one company who did not advance with the second step upward during the week refined granulated is now selling at $7.86, while the three other concerns are quoting at $8.11. Reports in the daily press stated on Monday that the refiners had advanced 25c Saturday morning, but had dropped back to their former quotation before the close of business at one o'clock that day. This is not the case. Three of the refiners advanced, and still hold their sugar at the advance recorded at that time, but the fourth refiner held at the price established on the previous day. There is considerable strength in the primary market in New York. On Monday Cuban raws sold as high as $6.52, cost and freight, on spot and for delivery during the first half of November. The market was cleared at this figure. This figure is within ⅛c of the highest point reached by raws during the present year, the highest figure being 6.64c for raws for future shipment The price of 6.52c is, however, the same as the highest spot quotation recorded this year. With supplies of raws running short and the beet sugar crop in the

A Black Eye, a Bruise or Two, But His Good Right Arm Not Hurt at All.

United States delayed from two to three weeks, the situation respecting raw Cuban sugars is entirely in the hands of the holders of the raw sugar. Some sugar brokers in New York are predicting 8c sugar in that city in the near future. For the next two months the sugar situation promises to be an acute one.

	100 lbs.
Montreal refined, extra granulated sugars	7 66
New Brunswick extra granulated	7 66
Nova Scotia extra granulated	7 56
Yellow, No. 1	7 26
Special icing, barrels	8 01
Powdered, barrels	7 81
Paris lumps, barrels	8 26
Assorted tea cubes, boxes	8 26

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Corn Syrup Advances 25c During Past Week

Toronto

MOLASSES.—The molasses market is holding firm, with an advance not improbable, if any considerable demand develops. Stocks in the hands of importers are low at the present time, one concern stating they have not more than 25 per cent. of their normal stock. An advance of 25c per dozen was recorded in the price of corn syrup during the week, which now makes the price of 2-lb. tins $3.25 and 5-lb. tins $3.65. The advance has been occasioned by the high and rising price of corn. During the week past corn advanced 14c per bushel, and is now selling at $1.13 track, Toronto. This is a record level for corn.

Corn Syrups—	
Barrels, per lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ½c over bbls. ¼ bbls., ½c over ½ bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 64
West India, gal.	0 40 0 45

Both Indian and Ceylon Teas Firmer

Toronto

TEAS.—Advices from the London tea market during the first of this week stated that the cheaper grades of both Indian and Ceylon teas advanced ½c per pound, while the better grades were up 1c to 1½c per pound. Prices have not advanced locally, however. There is a feeling in well-informed tea circles that tea prices are likely to go still higher.

	Per lb.	
Pekoe Souchongs	0 23	0 25
Pekoes	0 24	0 26
Orange Pekoe		0 28
Broken Pekoes		0 30
Broken Orange Pekoes		0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coffee Market Is In Quiescent Condition

Toronto

COFFEE.—Prices in the local coffee market hold steady. In the primary market there has been little of interest to attract attention. From South American ports of Rio and Santos there were clearances of some 91,000 bags for presumably European ports. This is an indication that coffee is moving more freely toward that market. The supplies that are now afloat on their way to the United States are greatly in excess of the amount at this time last year. The number of bags of coffee now on their way to the United States from Brazil amounts to 962,000, whereas the number at this time last year was 789,000 bags, an increase of almost 200,000 bags. The stocks at Rio and Santos are much heavier than they were this time last year by close on to 400,000 bags. Recent report gave the number of bags in stock at 3,035,000, as compared with 2,650,000 last year. The stocks in the United States warehouses total up considerable, there being 1,079,753 bags. There is a pessimistic feeling in the primary market respecting coffee, due to the fact that Brazil is depending almost entirely on the United States for a market at the present time.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 35
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Spices of All Kinds Hold Firm in Price

Toronto

SPICES.—There is a firmness in the spice market during the week, due to higher prices indicated by cables in the primary market. Peppers are a strong feature in the market, with supplies held in some of the seaboard cities being reduced by spot purchases. Carraway continues to be one of the articles with a very firm tone. In the New York market it is quoted from 34c to 36c per pound. Locally there is no change at 35c per pound. There is a feeling among local spice men that the market in this commodity justifies an advance. Cream of tartar is firm at present prices. Importers have been unable to get deliveries on the cheaper cream of tartar that was sold some time ago. It is understood these orders have been left in abeyance for the time being.

Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger		0 30
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects whole		0 40
Mustard seed whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed whole		0 35
Cream of tartar		0 51

Candied Peels and Seeded Raisins Go Up

Toronto

DRIED FRUITS.—The market in candied peels has firmed considerably during the past week, and prices are from 1c to 2c higher. The high quotations of last week are those that now generally prevail. Seeded raisins are also up in price, being now quoted at 13c, which represents an advance of 2½c per pound. The situation respecting raisins has not improved. There will be only a 75 per cent. delivery on the Thompson seedless varieties, but Muscatels or seeded, on the other hand, will have 100 per cent. delivery. It is understood the orders booked earlier in the year for the seeded were not heavy, and for this year shippers are able to make 100 per cent. delivery on that variety. There has been no change in the currant situation. The high levels of 67s. per 100 pounds of last week still holds. Prunes are up ½c a pound in the primary market, and are now selling on a 6c basis in California, with none being offered. Prunes have advanced ½c in the local market, and are now quoted at 14½c for 30-40's.

Apples, evaporated, per lb.	0 08½	0 10
Apricots, choice, 25's faced	0 19	0 20
Candied Peels—		
Lemon		0 22
Orange		0 23
Citron		0 26
Currants—		
Filiatras, per lb.	0 18½	0 19
Patras, per lb.		0 19
Vostizzas, cohice		0 21
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes, faced		0 14½
40-50s, 25-lb. boxes, faced		0 12¾
90-100, 50-lb. boxes, faced		0 09
Peaches—		
Choice, 50-lb. boxes		0 09½
Stds., 50-lb. boxes		0 09
Fancy, 25 lbs., faced		0 11½
Raisins—		
Valencia, Cal.	0 07¾	0 08½
Seeded, fancy, 1-lb. packets		0 12
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets		0 14

Big Demand For Rice Owing to Cheapness

Toronto

RICE AND TAPIOCA.—There has been a big demand for rice owing to the comparative cheapness of the food. It is one of the few articles that has remained fairly steady in price. Tapioca also continues in good demand. High prices for other food commodities are also being reflected in the consumption of tapioca.

Rangoon B, per 100 lbs.		4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy		7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 09	0 10

Beans Have Become Slightly Firmer in Price

Toronto

BEANS.—With the firming of the Michigan bean market during the week there has been an upward tendency in the price of beans on the Toronto market. Ontario beans are now quoted at $5.25 for prime beans, while Rangoon beans range in price from $4.90 to $5. Lima beans are selling at 8½c to 9c per pound. There has been a big demand

for lima beans. The crop in Ontario is short this year.

Ontario, primes, per bushel	5 25	5 50
Rangoon, per bushel	4 90	5 00
Japanese, per bushel	....	5 00
Limas, per lb.	0 08½	0 09

Shelled Almonds Are Easier; Walnuts Higher

Toronto

NUTS.—Alicante and Valencia shelled almonds are slightly easier in price this week. The consumption of these nuts has not increased as has that of shelled walnuts. In the Alicante district the crop is good and compares favorably with that of other years. Valencia almonds are a trifle lower in price this week than last in the primary market. In shelled walnuts the future prices are very firm. The demand has been heavy with the crop a little later this year. Walnuts have increased in price in sympathy with the high price in filberts. Since the opening prices on walnuts at 36c they have advanced to 42c for shipment during the first half of November. Locally the prices have firmed on shelled walnuts 2c per pound.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45

Haddies, Cod and Lake Trout Are Up

Toronto

FISH.—There has been an upward tendency in a number of fish lines during the week. New cured haddies in the smoked fish have advanced 1c per pound, and are now selling at 11c. In the fresh sea fish, haddock has advanced from 8c to 9c per pound, and steak cod has gone up 2c per pound, being now quoted at 12c. Western salmon is now entirely off the market. Lake trout has advanced in price 1c per pound. Whitefish is scarce. Storms on the lakes during the week have played havoc with the supplies, and higher prices have had to be paid to the fishermen. The last car of fresh halibut arrived during the week. From now on frozen halibut is expected to hold sway in the market. Oysters have been easier in price by 15c per gallon, as intimated in CANADIAN GROCER last week. Standards are now selling at $1.85 and selects at $2.85.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	0 12	0 13
Digby herring, box	....	1 00
Digby herring, bundle of fifty boxes	....	1 00
Smoked boneless herring, 10 lb. box	1 25	1 50
SHRIMPS. LOBSTERS.		
Lobsters, medium and large, per lb.	....	0 50
Shrimps—		
1 gallon	....	1 25
2 gallons	....	2 40
4 gallons	....	4 60
FRESH SEA FISH.		
Halibut	0 16	0 16½
Haddock, fancy, express, lb.	....	0 09
Steak cod, fancy, express, lb.	....	0 12
Flounders, Maritimes	....	0 08
New York	....	0 10
FRESH LAKE FISH.		
Pike, lb.	....	0 08
Whitefish, lb.	....	0 13
Herrings, lb.	....	0 07
Lake trout	....	0 12
Oysters—		
Standards, gal.	....	1 85
Selects, gal.	....	2 85

Jamaica Oranges Are Now in Market

Toronto

FRUIT.—The first of the Jamaica oranges arrived in the market during the week, and are selling at $3.50 to $4 per case. They are of very good sample. It is expected this fruit will be in the market from now on. The Verdelli lemons are about off the market, and their place is being taken by a fine sample of California lemons, that are selling at $7. Cranberries are being put up in 28-quart boxes to meet the demand for smaller quantities. These are selling at $3 per box. Ontario grapes have been in fairly good demand, and are selling at slightly better prices than last week, being quoted at 25c to 30c in 6-quart baskets. Some of the first California Malagas will reach the market this week. Tokays are selling at $3 per crate. Apples continue to reach the market in barrels in fair supply. There are few No. 1's, the grades running for the most part to No. 2 and No. 3. The fruit market is somewhat dead, there being little inquiry for fruit. It is expected the Yonge Street market will close next week, when the commission men will handle fruit from their warehouses along Church Street.

Apples, basket	0 25	0 50
Barrel	3 00	5 00
Crabapples, 11 qt.	0 60	0 75
Bananas, bunch	2 00	2 75
Cranberries, bbl.	8 75	9 00
Boxes, 28-qt.	....	3 00
Oranges—		
Jamaicas, box	3 50	4 00
Oranges, late Valencias, case	5 00	5 75
Grapes—		
Cal., case	2 50	3 00
Ontario, 6 qt.	0 25	0 30
Tokays, case	....	3 00
Lemons, Cal., case	....	7 00
Pears—		
Canadian, 6 qt. basket	0 20	0 30
Canadian, 11-qt. basket	0 30	0 50
Peaches, Smock's yellow, 11 qt.	0 30	0 60
Plums—		
Prune plums, Cal., 4 basket	....	1 35
Quinces, 11 qt.	0 60	0 85

Potatoes Advance 15c Per Bag; Firm Market

Toronto

VEGETABLES.—Potatoes advanced 15c per bag during the week, and the tone of the market is firm at the present quotations of $1.85 to $2. Steadily higher prices can be looked for in this commodity from now on. Some British Columbia potatoes reached the market, and are selling at $2 per 90-lb. sack. Ontario potatoes were also firmer in price, the quotations given being $1.75 to $1.85 per bag. There were practically none of these in the market. Tomatoes still continue to come, but most of them are in a half-ripe condition, and the range of prices is, therefore, somewhat low. In the 11-quart basket they are quoted 25c to 40c. Some second crop head lettuce came to the market from Ontario points, but was of secondary grade. There is little inquiry for it at this time of year. They sold as low as 40c and 50c for two-dozen cases. Pickling onions are now off the market. Turnips are now coming to the market in bags, and are quoted at 75c for yellow and $1.25 for white.

Cabbage, barrel	2 00	2 25
Carrots, bag	1 35	1 50
Basket, 11-qt.	....	0 40
Citron, doz.	0 60	0 75
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6 qt.	....	2 00
Onions—		
Spanish, crate 120 lbs.	4 50	4 75
American, 100 lb. sack	3 75	4 00
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	1 90	2 00
Sweet, New Jersey, hamper	1 50	1 75
Ontario, 90-lb. bags	1 75	1 85
B.C., 90-lb.	....	2 00
Tomatoes, Canadian, 11-qt. basket	0 25	0 40
6-qt. basket	0 15	0 25
Green, 11-qt.	0 15	0 20
Watercress, 11-qt.	....	0 75
Parsley, 11-qt.	....	0 50
Turnips, 11-qt. basket	0 30	0 40
Yellow, bag	....	0 75
White, bag	....	1 25
Vegetable marrow, 11-qt.	0 35	0 50

MANITOBA MARKETS

WINNIPEG, Oct. 25.—Many lines in the grocery trade are advancing, but the most important advances are those in canned vegetables, sugar, and flour. Both sugar and flour advanced twice last week. It will be remembered that sugar took a small rise of 10c when the trade fully expected a larger one. This was followed last Thursday by an advance of 20c, bringing the basis to $8.30. On Saturday a further advance of 25c took place.

Two advances took place in flour, each of 20c, bringing the basis for first patents up to $9.40. This is a new record. Before the war, millers were charging between five and six dollars. The wheat market has been very steady, and has advanced right along. Cornmeal will probably go up. An advance was announced in Minneapolis of 60c during the week-end, on account of difficulty experienced in getting good milling corn.

As regards canned goods, those dealers who bought old pack at the low prices which have prevailed lately, and bought plenty, may consider themselves very astute business men, for the price of old pack goods has gone up considerably since then, and ideas of canners on the value of new pack goods have gone up considerably. While big sales were made recently of canned tomatoes at less than $3, there is none offering at that price now.

Two Advances In Sugar Prices

Winnipeg

SUGAR.—There were two advances in sugar last week, the first being one of 20c, and the second an advance of 25c, which brings the market to a basis of $8.65 for standard granulated. The latter advance took place on Saturday. Jobbers state that they expected higher

prices, and were able to buy in large quantities before it occurred. Advices from New York received before the advance took place indicated that the raw market was very strong, refiners being unable to withhold from buying. It is understood that some of the Canadian refiners are rather hard up for raws. Advances in both raw and refined sugar occurred in New York last week.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 65
Extra ground or icing, boxes	9 50
Extra ground or icing, bbls.	9 20
Powdered, boxes	9 30
Powdered, bbls.	8 40
Hard lump (100 lb. case)	9 60
Montreal yellow, bags	8 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 60
Halves, 90 lbs., per cwt.	9 05
Bales, 20 lbs., per cwt.	9 05
Powdered, 50s	9 05
Powdered, 5s	9 50
Icing, barrels	9 45
Icing, 50s	9 45
Cut loaf, barrels	9 55
Cut loaf, 50s	9 75
Cut loaf, 25s	9 75
Sugar, British Columbia—	
Extra granulated sugar	8 65
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 20
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 50
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 25-lb. boxes	9 80
Yellow, in bags	8 25

Peaches and Apricots Advance in Price

Winnipeg

DRIED FRUITS.—It is understood that several cars of currants came into this market via Vancouver, but the market continues high. One house is offering bulk cleaned at 17c and 12-oz. packages, cleaned, 15c. The evaporated market continues very high, as the crop has been pretty much of a failure. On account of U. S. shippers coming into this market last year, when Canadian packers were holding their stocks, and bringing prices down by dumping their supplies on the Canadian market, the advance which is taking place now will be felt more than it would have been. The prune market continues to go up. The association have withdrawn prices on raisins on account of damage done to muscats. Both peaches and apricots are higher; pears are about the same.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07½	0 07¾
Evaporated apples, choice, 25's	0 08	0 08¼
Evaporated apples, 3-lb. cartons	....	0 30
Pears, choice, 25's		0 12½
Apricots, choice, 25's		0 14½
Apricots, choice, 10's		0 15½
Peaches—		
Choice, 25-lb. boxes		0 08
Choice, 10-lb. boxes		0 09
Currants—		
Bulk cleaned		0 17
12-oz. pkg., cleaned		0 15
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 12-oz. pkgs.		0 08½
Raisins, California—		
16-oz. fancy, seeded	0 10	0 10¼
16-oz. choice, seeded		0 09¾
12-oz. fancy, seeded		0 08¼
12-oz. choice, seeded		0 08
Raisins, Muscatels—		
3-crown loose, 25's		0 08¾
3-crown loose, 50's		0 08½
Raisins, Cal. Valencias—		
25-lb. boxes		0 09
50-lb. boxes		0 09¾
Prunes—		
90 to 100, 25s		0 06½
50 to 60, 25s		0 09¼
Peels—		
Orange, lb.	0 17¾	0 18½
Lemon, lb.		0 18
Citron, lb.		0 21¾

Japan Bean Market In Puzzling State

Winnipeg

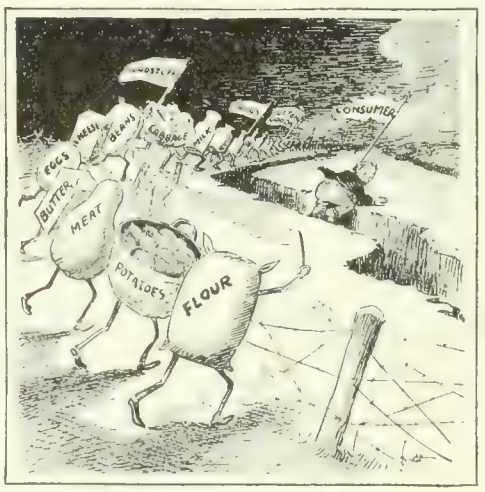
BEANS.—The market in Japan continues in an excited state, and prices are very high. As the crop in Japan has been a large one, it is difficult to understand why this should be so unless the demand is exceedingly heavy. Some jobbers in Winnipeg are skeptical, and are only buying as they require, believing that the market will decline. On the present basis Ashcroft will be opening at $5.40, whereas prices were a dollar less a year ago. Manchurian beans continue to be offered here at $4.25 to $4.50, and are selling well.

Beans—		
Japanese white beans, bushel	5 00	5 50
Manchurian, bushel	4 25	4 50
California Lima Beans—		
80-lb. sacks		0 07½
Barley—		
Pot, per sack, 98 lbs.		3 20
Pearl, per sack, 98 lbs.		4 30
Peas—		
Split peas, stck., 98 lbs.	5 50	5 75
Whole peas, bushel	....	3 30

Declines in Tapioca and Sago

Winnipeg

RICE AND TAPIOCA.—There are noticeable declines in both tapioca and



The Great Advance.
—*Knott, in the Dallas News.*

sago here, as predicted for some time past. One house is offering tapioca at 8c, and sago at 7c. The following prices are asked per 100-lb. bags:—Japan No. 1, 5½c; Siam, Elephant, 4⅝c; Patna, 6⅛c; Carolina, 8⅝c.

Rangoon Rices—	Per cwt.
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	6 30
Crystal	5 00
Snow	5 20
Ice drips	5 30

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	....	0 07
Half bags, 112 lbs.	....	0 07
Quarter bags	....	0 07
Velvet head Carolina	0 08	0 09
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 08½	0 09
Seed, lb.	0 09	0 09½

Holders in Brazil Want Higher Prices

Winnipeg

COFFEE.—The market on Santos and Rios has been erratic, varying as much as ½c, but, while offers lower than the market were made from Winnipeg, they were not firm offers, and it is probable that no business resulted. Holders in Brazil seem disposed to hold out for higher prices. Locally prices remain unchanged.

Coffee—		
Green, choice, No. 7 Rio	0 15	0 15¼
Green, choice, No. 5 Rio	....	0 16¾
Green, Santos	0 17	0 17½
Roasted Rio, in bulk, bbls.	....	0 19½
Roasted Santos	0 22½	0 24
Maracaibo, green	0 19	0 20
Chicory, lb., Canadian, 14-lb. tins	....	0 10½

May Advance Price of Peppers Shortly

Winnipeg

SPICES.—The market for peppers and nutmegs is strong, and some local jobbers may advance prices on peppers shortly. Japan chilis will probably be cheaper for next season, as there are plenty of small ones offering this year. Cream of tartar is still very high and scarce. The following quotations are current in Winnipeg:—5-lb. tons, 58c; 48-lb. pails, 56c—98 per cent. B.P.

Allspice, ground	0 11½	0 14½
Cassia, ground	0 19	0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 23½	0 26
Cloves, ground	0 31	0 32
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes	....	0 30
Ground, white, 10-lb. boxes	....	0 37
Whole, white	....	0 29½
Whole, black, 25-lb. pails	....	0 27½

Big Jump in Canned Goods Prices

Winnipeg—

CANNED GOODS.—With the news that the canners would probably be unable to deliver more than 25 per cent. of the tomatoes ordered, and only 60 per cent. corn, also that prices would be about equal to what American goods could be brought in at, the market here on old pack took an appreciable advance, and the demand became very heavy. It is estimated that the lowest cost to the jobber for tomatoes from the United States is $3.90 for 2½'s, so that it can easily be seen what tomatoes are likely to open at. Under these conditions, jobbers ceased to offer old pack tomatoes at $2.95; those who were selling at this figure a week ago jumped their price to $3.10, and refused to sell quantities at that figure. Quotations of Winnipeg houses vary considerably. Some houses have quoted high prices right along, preferring to conserve their stocks, and realize higher prices on them later. There were equally large advances in corn. One house, which sold $2.10 on September 1, was asking $2.90 last week, and made big sales at that figure. The same house was asking $2.95 for tomatoes on Sept.

(Continued on page 124.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 25.—Several important price changes have gone into effect this week. Flour has advanced to $4.90 per sack. Rolled oats are up 15c to $3.35 and are firm with further advances probable. Sugar has advanced 20c and is quoted at $8.95. Corn syrups have advanced 10c case. Cornstarch is up ½c lb. Storage eggs are now quoted $11 to $11.50 case. New laid eggs are quoted at 45c. Salmon sockeye, ones are now $12 a case and pink are quoted 5 to $5.50. Domestic herring, ones, are offered at $5.90 case. Lard has advanced to $11.10 with prospects of further advances. It is expected that the new price on canned tomatoes will be $5.50 for the 2½ size. Advances have been recorded on some brands of baked beans. Small white Indian beans are quoted at 7½c.

Beans, small white Japan, lb.	0 08¼
Flour, No. 1 patents, 98s	4 90
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 35
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	**0 09**
Sugar, pure cane, granulated, cwt.	8 95
Cheese, No. 1 Ontario, large	0 24
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	11 10
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 24½
Eggs, new-laid, doz.	0 45
Eggs, storage, case	11 00 11 50
Tomatoes, 2½s, standard case	5 50
Corn, 2s, standard case	3 60
Peas, 2s, standard case	3 00
Apples, gals., Ontario, case	2 25
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	5 00 5 50

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 25.—A number of important changes all in an upward direction have taken place this week. Flour is still soaring and is now quoted at $9.90. Beans have advanced and are quoted firm 8c to 10c. Rolled oats are up 15c to $3.35. Oatmeal has also advanced 15c to 4.15 for 98's. Sugar has advanced and is now $8.95. Cheese has advanced to 25c. Butter, creamery, is now 35c. Lard pure, 3's is now quoted at $10.50 case. Eggs No. 1 are up 2c to 37c. Tomatoes have also advanced to $5.50 case; peas, $2.90; corn, $3.50. Cornstarch has advanced ½ lb.

Beans, small white, Japan, lb.	0 08 0 10
Flour, No. 1 patents, 98s, barrel	9 90
Molasses, extra fancy, gal.	0 76
Rolled oats, 80s, basis	3 35
Rice, Siam, lb.	0 04½
Sago and Tapioca, lb.	**0 09 0 10**
Sugar, pure cane, granulated, cwt.	8 95
Cheese, No. 1, Ontario, large	0 25
Butter, creamery, lb.	0 35
Lard, pure, 3s, per case	10 50
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 26½
Eggs, No. 1	0 37
Eggs, storage, case	9 50
Tomatoes, 3s, standard case	5 50
Corn, 2s, standard case	3 50
Peas, 2s, standard case	2 90
Apples, gals., Ontario, case	1 70
Strawberries, 2s, Ontario, case	5 50
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	3 45
Salmon, finest sockeye, tall, case	10 50
Salmon, pink, talls, case	5 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 25.—An actual scarcity of supplies in several lines, in addition to the influence of the general upward trend is given as reason for some price advances shown this week. Dairy products show this effect strongly and dealers complain of their inability to secure supplies of first class products in sufficient quantities to meet demand. Effect is seen in higher prices, dairy butter having advanced to 34 and 38 cents, and creamery to 38 and 42. New laid eggs ranging all way from 40 to 50 cents and case eggs at 35 to 37. Bacon shows an upward influence with breakfast at 24c to 26c, roll at 20c and 22c. Cheese is higher at 22½c to 23c. Cornmeal has advanced to $7 barrel. This week's rise in flour is 55c. Manitoba is now quoted at $10.70 and Ontario, $9.75. Rolled oats are also up 25c and are now $7.50. Potatoes are rather scarce on account of heavy exports to Cuba and elsewhere have taken expected advance to $2.75 with some grades selling higher and a general increase anticipated. Sugar has jumped another 20 cents and is now quoted at standard $7.95 to $8; United Empire $7,85 to $7,90; bright yellow $7.75 to $7.80; No. 1 yellow $7.55 to $7.60; Paris lumps $9 to $9.25. Beans are also up and white are now $6 to $6.10; yellow eyed $5.90 to $6. Currants have advanced to 19 cents. Shortage of tomatoes has caused phenomenal jump from $2.45 three weeks ago to $5.30 now with deliveries uncertain. Corn shows same effects same conditions with price now $3.50. Peaches are up to $4 and canned apples $3.10 to $3.25. Salmon shares general advance with prices for Red spring talls $10 to $10.50 and Pink talls $5.60 to $5.75.

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., 25.—The new prices on canned goods have been announced and went into effect on Wednesday of this week. The prices are even higher than the extremely high prices which have been predicted by CANADIAN GROCER for some time past.

Quotations are now as follows:—Tomatoes, $4.35 case; corn, $3.55 case; peas, $2.88 case; pumpkins $4.10 case. Deliveries on the foregoing will only run from 25 to 50 per cent. Peaches are quoted at $3.95 case; strawberries $5.00 case; raspberries $5.25 case. As predicted by CANADIAN GROCER flour has advanced 40c and is now quoted at $9.90 per barrel for 98s. Rolled oats have advanced and are now quoted:—90's, $3.25; bails, $3.60; 40's, $1.65; 20's, 85c. Sugar firm at the recent advance of 20c to $8.74.

All lines of produce have advanced in price and are firm at the folowing prices:—Creamery butter, 37c; dairy butter 34c; new laid eggs, 45; storage No. 2's 40c. Cheese, large are quoted at 24½c. The following prices are now quoted on fowl; spring chicken, 27c; fowl, 22c; broilers, 19c; ducks, 25c; turkeys 30c. Cornmeal has advanced and is quoted as follows:—24's, 80¼c; 49's, $1.55; bales, $3.88. Currants bulk are quoted at 19c. More snow and rain is making harvesting situation more serious.

Beans, small white Japan, bush.	4 35
Flour, No. 1 patents, 98s, per bbl.	9 90
Molasses, extra fancy, gal.	0 71
Rolled oats, 80s	3 25
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 75
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 37
Lard, pure, 3s, per case	11 00
Bacon, smoked backs, lb.	0 28
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 45
Eggs, storage, No. 2	0 40
Tomatoes, 3s, standard, case	4 35
Corn, 2s, standard, case	3 55
Peas, 2s, standard, case	2 88
Apples, gals., Ontario	1 88
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 25
Peaches, 2s, Ontario, case	3 95
Salmon, finest sockeye, tall case	10 85
Salmon, pink, tall, case	7 85

FLOUR AND CEREALS

Flour Highest In Twenty Years

Montreal—

FLOUR AND FEEDS.—"Firmer than ever to-day, and going firmer still," was the verdict as regards flour at the opening of the week's markets. Then on Tuesday night a further advance of 20c took place. There are now whisperings of $12 flour. Millers maintain that they are making less money now than when flour was around $4.60. As a matter of fact, during the sensational behavior of the wheat market last week the millers advanced flour by 20c, only about a third of the advance, which, it is said, might have been fully justified by the increase in the cost of wheat. Reports from the Argentine are discouraging, and tend to deflect demand of the great outside purchasers towards the Dominion's wheat stocks. But disappointing weather has prevailed also in the North-West, retarding threshing, and the wheat itself is disappointing in quality, running only from 40 to 45 lbs. per bushel instead of the former 60 lbs. per bushel of good years. In some opinion the quality of the wheat in this respect is the worst in long experience. Buyers are reported to be going very cautiously, purchasing only what they immediately require. This might be taken as a hopeful sign pointing towards a falling off in prices somewhere within reasonable distance, and hoped for, if not exactly counted on, by the market interested. As regards millfeeds, more firmness is noticeable, and more firmness is expected. Opinion is plentifully present on the markets that long before winter is over, mill-feeds will be higher-priced quite considerably.

	Car lots.	Small lots.
Manitoba Wheat Flour		
First patents	9 80	10 00
Second patents	9 30	9 50
Strong bakers	9 10	9 30
Winter Wheat Flour		
Fancy patents	8 75	9 00
90 per cent., in wood	8 00	8 50
90 per cent., in bags	4 00	4 20
Bran, per ton	28 00	29 00
Shorts		31 00
Special middlings	35 00	38 00
Feed flour	44 00	48 00
Feed oats, per bushel		0 70

WHEAT PRICES HELP TO FIRM CEREALS

Montreal—

CEREALS.—With oats and wheat so firm, cereals bashed on these grains are inclining to the same condition steadily. Graham flour is up 10c; whole wheat flour and wheatlets are advanced in price by 10c each per sack. Rolled oats are scarcer in the cheaper grades, and range in price from $3.25 to $3.50. There is a steady demand for cereals, especially for oat products, now that winter approaches, and the retail trade notices a tendency towards the packet cereals rather than the packet breakfast foods of summer consumption.

Barley, pearl, 98 lbs.	5 00
Barley, pot, 98 lbs.	3 80
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 20
Cornmeal, yellow, 98 lbs.	2 95
Graham flour, 98 lbs.	4 65
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 70
Oatmeal, granulated, 98 lbs.	3 70
Peas, Canadian, boiling, bush.	3 30
Rolled oats, 90-lb. bags	3 50
Rolled wheat, 100-lb. bbls.	3 50
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 65
Wheatlets, 98 lbs.	4 90

Two Advances In Flour During Week

Went Up in 20 cent Steps—Total Rise of 40 Cents Record—Wheat At Very High Levels.

Toronto

FLOUR.—Two advances were recorded in the price of flour during the past week. One of these of 20 cents took place on Friday, October 20, and the other was put into effect on Monday by some firms and by others on Tuesday. Where the two increases have been recorded Manitoba wheat flour is selling at $9.60 in car lots and $9.80 in small. These advances were forecast in CANADIAN GROCER last week. This again establishes a new record for flour. On Monday Manitoba Winter wheat sold at Winnipeg at $1.81½ as compared with $1.63 for No. 1 Northern on the previous Monday. As will be seen by the price of wheat the advance during the week was not far short of 20 cents, the actual figures being 18½c. The crop estimates of the world's wheat supply as compiled by the International Institute of Agriculture gives the total wheat production for the year 1916 in Roumania, Russia in Europe, Spain, England, Wales, Ireland, Italy, Norway, Netherlands, Switzerland, United States, Canada, India, Japan and Tunis as 2,225,541,000 bushels, of 72.5 per cent. of last year's crop. This also only 92.7 per cent. of the five year average. In the face of the decreased production in the world at large it can be seen that there is some justification for high prices in wheat. Ontario winter wheat flour at the time of writing was holding steady and firm.

Manitoba Wheat Flour	Small lots. per bbl.	Car lots. of 2 bags
First patents	9 80	9 60
Second patents	9 30	9 10
Strong bakers	9 10	8 90
Ontario Winter Wheat Flour—		
High patents	8 50	....
Second patents	8 20	8 00

CEREALS HAVE HAD GENERAL UPWARD TREND

Toronto

CEREALS.—There has been a general upward trend in the majority of cereals during the week. Pearl barley advanced from $5.50 to $5.75, pot barley from $4.25 to $4.50 and prime beans from $5.25 to $5.50. Cornmeal also went up 10c per 98-pounds and is now quoted at $3.05. Graham flour advanced from 15c to 25c and is now selling at $4.40 to $4.60. Standard oatmeal recorded an advance from $3.85 and is now quoted at $3.90 to $4. Granulated oatmeal is quoted at the same figure. Canadian boiling peas have advanced 25c per bushel and are now selling at $3.25. Rolled oats are selling at an advance of 10c per 98-lb. bag and rolled wheat at a 15c advance. Whole wheat flour has gone up 25c and wheatlets 20c. There has been a good demand for cereals of all kinds.

Barley, pearl, 98 lbs.	5 50	5 75
Barley, pot, 98 lbs.	4 25	5 50
Beans, prime	5 25	5 50
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 25
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	4 40	4 60
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	3 90	4 00
Oatmeal granulated 98 lbs.	3 90	4 00
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 98 lb. bags	....	3 55
Rolled wheat, 100 lb. bbls.	....	3 90
Rye flour, 98 lbs.	....	3 20
Whole wheat flour, 98 lbs.	4 75	4 60
Wheatlets, 98 lbs.	4 85	5 00

SHORTS AND MIDDLINGS GO UP $1 PER TON

Toronto

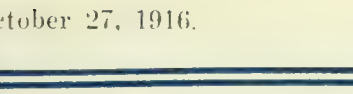
FEEDS.—There has been an advance of $1 per ton in the price of shorts and middlings during the week in sympathy with the advancing price of wheat. Feed flour is also firm and is now being quoted in some instances only at the higher level of $48. The demand for bran has not been as heavy during the week and the price of that commodity has consequently held steady at last week's quotation. There has been an exceptional heavy demand for shorts and middlings. An advance of 2c per bushel is also recorded in the price of No. 3 oats.

Mill Feeds	Per ton	
Bran	28 00	30 00
Shorts	31 00	33 00
Special middlings	34 00	....
Feed flour, per ton	46 00	48 00
Ontario oats, outside points	0 57	0 59

TILLSON'S OATS

A Food—Not a Fad

A PREMIUM
in Every Twenty-five cent Package



OUR WINDOW DISPLAYS
SUPPLIED FREE ON REQUEST

Quality—Then Price

CANADIAN CEREAL AND FLOUR MILLS COMPANY
LIMITED

CABLE ADDRESS "CANCERIAL" TORONTO, CANADA

An Attractive Window Display

The central display consists of a bag of flour, flanked on either side by bottles containing many useful delicacies, topped by a sheaf of wheat, and below which are three loaves of bread, eggs, apples and oranges. The eye is carried up by streamers of red ribbon to the word Thanksgiving, which is of crab-apples on a dark red background, with a border of green smilax, and down by sheaves of wheat, oats and barley to the counter on either side. The counter on the left is heaped with cooked meats, while the one on the right displays fowl of all kinds. Here also is displayed a turnip, weighing 9 lbs. 3 oz., which adequately shows us that wheat is not the only product of the West. The background is decorated by wheat sheaves and bacon. The refrigerator contains uncooked meats.

Yours for Big Business!

A complete line of Quality Groceries that repeats—makes permanent friends of all who use them and quickly leads to bigger and better business—is the great boon every Grocer constantly seeks. No-Vary Quality Foods offer you such a trade-getting line, Mr. Grocer.

Supreme Quality, delicious flavoring and solid pack are the merits adding fresh prestige to this wonderful Grocery Line daily. If you are trying to handle something of every line on the market, apply the *"No-Vary tonic"* to your business. Stock *No-Vary* and banish *worry*. Then you will soon know the keen satisfaction born of increasing daily requests from pleased customers for

NO-VARY Quality Groceries

"GOOD TO-DAY — GOOD TO-MORROW — ALWAYS GOOD!"

And we go a long step beyond supplying you with finest quality No-Vary Groceries at right prices. We are not content with simply filling your orders. Our policy is one of ardent co-operation with you for *bigger business,* larger profits, right from the start.

The following Wholesale Jobbers in Western Canada handle the complete No-Vary Quality Line. Ask your nearest Jobber about No-Vary Quality and the No-Vary Selling Plan. They are:

Alexander Grocery Co., Ltd., Camrose, Alta.
Brandon Grocery Co., Ltd., Brandon, Man.
Camrose Grocery Co., Ltd., Camrose, Alta.
Medicine Hat Grocery Co., Ltd., Medicine Hat, Alta.
Moose Grocery Co., Ltd., Moose Jaw, Sask.
MacLean Grocery Co., Ltd., Regina, Sask.
Red Deer Grocery Co., Ltd., Red Deer, Alta.
Swift Current Grocery Co., Ltd., Swift Current, Sask.
Simington Co., Ltd., Calgary, Alta.
Weyburn Grocery Co., Ltd., Weyburn, Sask.
Yorkton Grocery Co., Ltd., Yorkton, Sask.

Worth Pushing

Grocers—advertise, in your home paper, the one famous Quality Grocery Line that is distinctly worth pushing—No-Vary—the line that means a Quick Turnover. No-Vary Pure Foods, win repeat sales from satisfied users, because the quality is right. Its guaranteed right.

Do you know that Mail Order Houses pour their literature into districts where the Retail Merchants do little advertising? Why? Because they find business easier to get in such districts.

Kill the Mail Order lure with advertising that brings new customers to YOUR STORE. We supply No-Vary Grocers with cuts FREE illustrating the various lines of

No-Vary Quality Groceries
"The BEST of Everything You Eat"

The No-Vary Premium Plan is your greatest ally to boom home trade and stop Mail Order ravages on your business. Use No-Vary cuts in your advertising and hand a No-Vary Premium Catalog to every customer. Then watch results.

Write your No-Vary Jobbers for a supply of No-Vary advertising cuts and a liberal quantity of No-Vary Premium Catalogs today.

No-Vary Products Co.
Minneapolis Toronto

Send for our interesting magazine—"No-Vary Vim"—published every month. It contains live news on market and crop conditions of interest to every Grocer. Put your name and address on a Postcard to-day and "Vim" will go out *free* to you regularly. Address:—

No-Vary Products Co., Limited., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

If you have any doubt as to whether it pays to push *quality goods* first, last and all the time be convinced now by putting in an extra supply of

Robinson's "Patent" Groats

and

Robinson's "Patent" Barley

and noting the results. You ought never to be without Robinson's "Patent" Barley and Robinson's "Patent" Groats.

Magor, Son & Company, Limited

Agents for the Dominion of Canada

191 St. Paul St. W., Montreal 30 Church St., Toronto

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF $500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

PRODUCE AND PROVISIONS

Lard and Shortening Again Up In Price

Live and Dressed Hogs in Firmer Market This Week—Prices Advanced Slightly

Montreal

PROVISIONS.—While the provision market in general showed no sensational movement, hogs, live and dressed, found firmer conditions, and prices for hogs went slightly higher. About a quarter of a cent up all round was the extent of the increase. Live hogs were selling at 11¾c to 12c, and dressed at from 17c to 18c, according to quality. Pork products, with the exception of lard and shortening, were unchanged in price. Lard and shortening, however, advanced another quarter of a cent per pound, and there is continued firmness in this branch of the market. Supplies, generally speaking, are ample, and demand continues steady and good.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 460 lbs., per lb	0 18½	0 18¾
Tubs, 60 lbs.	0 18¾	0 19
Pails	0 19	0 19¼
Bricks, 1 lb., per lb.	0 20	0 20½
Lard, Compound—		
Tierces, 400 lbs., per lb	0 15½	0 15¾
Tubs, 50 lbs.	0 16¼	0 16½
Pails, 20 lbs., per lb.	0 15¾	0 16
Bricks, 1 lb., per lb	0 16¾	0 17

EGG PRICES REMAIN STEADY IN MONTREAL

Montreal

EGGS.—While the effects of the season's decrease in production are apparent as regards eggs, there has been this week no further increase in prices. Receipts for the week ending October 21 in Montreal amounted to 20,870 cases, which includes all eggs for export, both United States and British. The market remains steady. Local trade is good, and there is also continued inquiry for export.

Eggs—		
New laid, cartons	....	0 45
New laid, ex cartons	....	0 46
Selects	....	0 38
Number 1	....	0 34

MUCH LESS BUTTER REACHED MONTREAL

Montreal

BUTTER.—Receipts of butter in Montreal for the week ending October 21 were only 9,211 boxes, as compared with 19,906 boxes the previous week. This falling off in receipts by over 10,000 boxes constitutes a noticeable shortage, which is accounted for in two ways, or attributed to two causes. First, a less quantity of butter is being manufactured, and second, at this time of year farmers usually put away some butter for their own winter use, and it is expected that they are also now filling their own private needs. On Saturday, October 21, butter sold at St. Hyacinthe at 40c, and at Cowansville at 39½c. This butter is purchased for local account. Buying prices are now too high for export. In spite of shortage and firmness of country board conditions, prices to retail have not been increased this week.

Butter—		
Creamery, prints	....	0 42½
Creamery, solids	....	0 42
Dairy print, choice, lb.	0 36	0 39
Dairy prints, lbs., in tubs	0 35	0 37

PRODUCTION OF CHEESE IS LARGE IN QUEBEC

Montreal

CHEESE.—Cheese receipts in Montreal for the week ending October 21 were 66,276 boxes, a remarkably good showing for this time of year. It indicates that the present high prices are having an effect conducive to keeping the production of cheese up to the last possible pound. Export demand, outside of Government orders, is quiet at present. Prices rule as last week.

Cheese—		
Large, per lb.	0 22	0 22
New, wide, per lb.	0 22½	0 23
Twins, per lb.	....	0 23
Stilton, per lb.	....	0 25
Fancy old cheese, per lb.	....	0 25

SCRAGGY CHICKENS IN MONTREAL MART

Montreal

POULTRY.—Deliveries of poultry continue large, but dealers complain still that there is far too large a proportion of inferior quality birds in the consignments. It would mean 5c or 6c more per lb. easily on shipments of poultry received, if the farmers would hold their shipments back and crate feed the birds for a couple of weeks. It would pay the producer many times over for the labor and expense to do this, as the demand of the market is for good quality fat birds. Prices prevailing are as last week.

Fowl—		
Chickens, milk fed, crate fattened, lb.	....	0 18
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	....	0 17
Young ducks	....	0 13
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 23

PRODUCERS HAVE HONEY TO OFFER

Montreal

HONEY.—The market for honey remains steady. There is a fairly good demand for this product. Dealers report that there is a considerable quantity of honey being held in the country at present, which is, however, being offered at reasonable prices. Prices to retailers in Montreal are as follows:

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 2-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Live Hogs Up; Lard Advances

Rise of 40c Recorded In Live Hogs—Lard Up ¾c Per Pound—Compound Also Up 1c.

Toronto—

PROVISIONS.—There was a firmness in the market for live hogs during the first part of the week and an advance of 40c per hundred on live, off cars, was recorded. Pure lard has advanced ¾c per pound during the week and the market holds firm at these figures. There has been an advance of 1c in the price of compound lard. The market in this commodity advanced in sympathy with the pure lard. There has been a fair demand for provisions of all kinds. Live hogs have been coming in fair supply. Dressed hogs hold steady at last week's quotations of $17.50.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Wiltshire bacon, per lb.	....	0 22
Pickled meats 1c less than smoked		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 18	0 18¼
In 60-lb. tubs, ½c higher than tierces; pails ¼c higher than tubs and 1-lb. bricks ¼c over tubs.		
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15	0 15¼
In 60-lb. tubs, ½c higher than tierces; pails ¼c higher than tubs, and 1-lb. bricks ¼c over tubs.		

Hogs—	
Dressed, abattoir killed	17 50
Live, off cars	11 35
Live, fed and watered	11 10
Live, f.o.b.	10 35

BUTTER PRICES SOAR AGAIN 2c PER POUND

Toronto—

BUTTER.—There was still a firmness in the butter market during the week owing to the heavy exports of butter, and butter kept up its soaring to the tune of 2c per pound. There seems no prospect of relief in sight and commission men are looking forward to butter being 50c per pound in the not distant future. Many of the commission men are in favor of the Government coming to the relief of the consuming public by allowing oleomargerine to be brought into or manufactured in Canada. It is pointed out that a first quality of this article can be made and sold at 25c to 30c per pound. It is stated to be a wholesome, palatable article when properly made from a good grade of butter mixed with cotton seed oil and beef fat. Considerable relief would come to the local market if this were permitted, it is pointed out.

Creamery, prints, fresh made	0 42	0 43
Creamery solids	0 41	0 42
Dairy prints, choice, lb.	0 39	0 40
Dairy prints, lb.	0 36	0 37
Bakers	0 33	0 34

CHEESE HAS ADVANCED HALF CENT PER POUND

Toronto

CHEESE.—There has been a further advance of ½c per pound in the price of cheese owing to the stimulus of a big export demand. At the boards throughout Ontario, the price has ranged between 21¾c and 22c. The market is firm. Many of the cheese factories in Ontario will continue to operate up to the time that real winter weather sets in. It is usual for the cheese factories to close down operation in the early fall but those around Cobourg are still in operation, and will continue so for some time to come. This is a factor that will help to send buter prices higher.

Cheese—		
Cheese, large, per lb.	0 22½	0 23
New, twins, per lb.	0 23	0 23½
Triplets, per lb.		0 23
Stilton, per lb.		0 23½

STORAGE EGGS ARE IN HEAVIER DEMAND

Toronto

EGGS.—There has been a heavy demand on storage eggs during the week and prices as a result are firmer and advancing by 1c per dozen. New laids are coming along in rather poor supply, only a few of them being found in each case that comes from the country points. The export has been heavy. With the advance of winter higher prices are looked for.

Eggs—		
New laids, cartons	0 43	0 45
No. 1 storage, ex cartons	0 36	0 37
Selects, extras	0 38	0 39

POULTRY COMING TO MARKET IN GOOD SUPPLY

Toronto

POULTRY.—There has been a good supply of poultry of all kinds coming to the market. In some instances the supply is even greater than the demand. The prices being paid by the commission men for fowl of various kinds remains unchanged this week.

	Live	Dressed
Spring Chickens	0 15	0 18
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys (over 9 lbs. each)	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

HONEY COMING BETTER WITH HIGHER PRICES

Toronto

HONEY.—Under the stimulus of slightly increased prices to the producers honey has been moving more freely during the past week into the hands of the commission men. The volume of trading in the commodity has been considerable. Prices to the retail trade have held firm, no advances being recorded.

Honey—		
Clover, 5 and 10-lb. tins	0 12½	0 13½
60 lb. tins	0 12	0 12½
Comb, No. 1, doz.	2 40	2 75

Lard Advanced At Winnipeg

Receipts of Hogs Becoming Heavier—Good Demand for Provisions

Winnipeg

PRODUCE AND PROVISIONS.—Hog receipts were light last week-end, and with an Eastern demand the price jumped from 10c to 10½c. However, the receipts last week-end, although light, were heavier than for two weeks. The general opinion is that the fall run will commence in earnest in two weeks' time; therefore, it is not expected that the present basis will be maintained. Provision prices are unchanged. Demand is good, and local stocks comparatively light. Lard is firm at 18c tierces, which is an advance of ¾c. Cottonseed oil is firmer, and compound lard is bringing 14c, which is an advance of ½c. Creamery butter continues upward, and is selling to-day at 38c; the demand is only fair on this basis, i.e., the local demand. Best dairy is bringing 33c. Eggs are unchanged, and the undertone is firm. Cheese is the same, but the export demand is exceedingly heavy.

Hams—		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 27¼
Backs, select, per lb	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure		
Tierces		0 18
Pails		3 62
Cases, 10s		11 65
Cases, 5s		11 20
Cases, 3s		11 35
Cartons		0 19½
Lard, Compound—		
Tierces		0 14
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery, No. 1 cartons	0 37	0 38
Creamery, No. 2		0 37
Best dairy	0 30	0 31
Regular dairy, in tubs		0 30
Cooking		0 28
Fresh Eggs—		
Extras, in cartons		0 36
No. 1's, cases		0 33
Cheese—		
Ontario, large	0 23	0 24
Ontario, twins	0 23½	0 24½

ONLY PRENTENDING

A man came home one evening and found his three children all busy playing on the floor with his new box of cigars, a prospective birthday gift to a rich relative.

"What are you doing with those cigars?" he roared.

"Oh, father," said the boy, "we was pretending!" And he pointed to the tobacco remnants on the carpet. "We was pretending they were khaki soldiers, and we took off their puttees, and now we can't get them on again."

CAN YOU WRITE ADS?

Apparently verbosity and prolixity are not the royal roads to successful advertising. This is brought out by a clever poem in "Publicity." It is by J. F. T.:

I CAN write ads philosophical,
But never tautological,
To fill a given space.
I have a natural proclivity,
For appeals to subjectivity,
Always read with keen avidity.
By all the human race.

With language iridescent,
My ads seem incandescent,
Filled with sparkling, effervescent
Thoughts galore.
And to frame up illustration,
Is a pleasant relaxation,
Just esthetic recreation,
Nothing more.

I believe, myself, implicitly
That I can get publicity,
With ads of that simplicity
For which the public yearns;
But tho having each essential
That should make them influential,
They don't seem so dampotential,
For they never bring returns.

Armour's Oval Label— A Mark of Quality and Service

Armour's QUALITY PRODUCTS

Trade-Makers and Profit-Producers

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

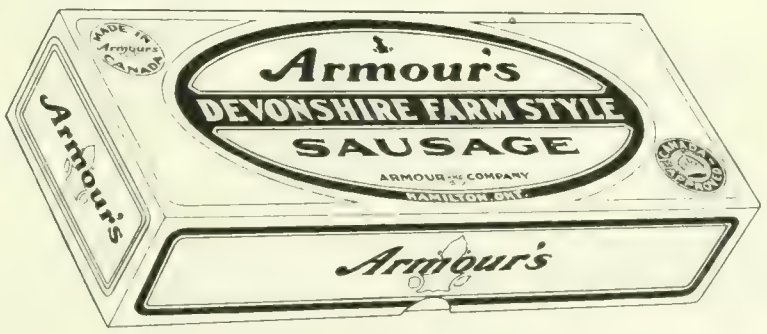
Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

***Armour's* Devonshire Farm Sausage.** A pure, all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada



M-706

If any advertisement interests you, tear it out now and place with letters to be answered.

The Store That Is Always Tidy

"I like Mr. ——'s store," said a well-to-do woman with a big family to buy for, "because it's always tidy."

No matter how particular you are the store can't be always tidy if you do up sugar and other staples. Stuff will be spilled, requiring frequent sweepings.

Lantic Sugar

in original packages, with other goods which should rightfully be sold this way, make a store that is always attractive to the best kind of trade.

2 and 5-lb. cartons; 10 20 and 100-lb. bags.

Atlantic Sugar Refineries
Limited
ST. JOHN, N.B. - MONTREAL, QUE.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6 oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant.	2 35
Raspberry and Gooseberry...	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.

"It's all Right"

THE housewife says, "It's all right" —she uses it. The grocer says, "It's all right"—it sells itself. We know "It's all right"—we make it.

Comfort Soap has by far the largest sale of any laundry soap in Canada.

Look at This Big Profit-Making Premium!

Just a ten-case Comfort Soap order at $4.05, and you get FREE a case of Comfort Lye (36 cans, retailing at 10c each.) This gives you a clean, clear extra profit of 36c per case on your Comfort Soap. Whole shipment goes to you freight paid.

Five-case and twenty-five-case orders get proportionate generous premiums. Dozens of other combinations. Send to-day for list.

Pugsley, Dingman & Co., Ltd., Toronto, Can.

This Premium for Ontario and Quebec. For other Provinces see List.

We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S COCOA—

"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.

A-71

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 75
Jersey Brand, Hotel, each 24 cans	4 75
Peerless Brand, Hotel, each 24 cans	4 75
St. Charles Brand, Tall, each 48 cans	4 85
Jersey Brand, Tall, each 48 cans	4 85
Peerless Brand, Tall, each, 48 cans	4 85
St. Charles Brand, Family, each, 48 cans	4 25
Jersey Brand, Family, each, 48 cans	4 25
Peerless Brand, Family, each 48 cans	4 25
St. Charles Brand, small, each 48 cans	2 05
Jersey Brand, small, each 48 cans	2 05
Peerless Brand, small, each, 48 cans	2 05

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	3 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25.
Boiled Beef, 1s, 3.50; 2s, $7.50; 6s, $25.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.50.

If any advertisement interests you, tear it out now and place with letters to be answered.

Will you be one of the first 100?

Actual Size

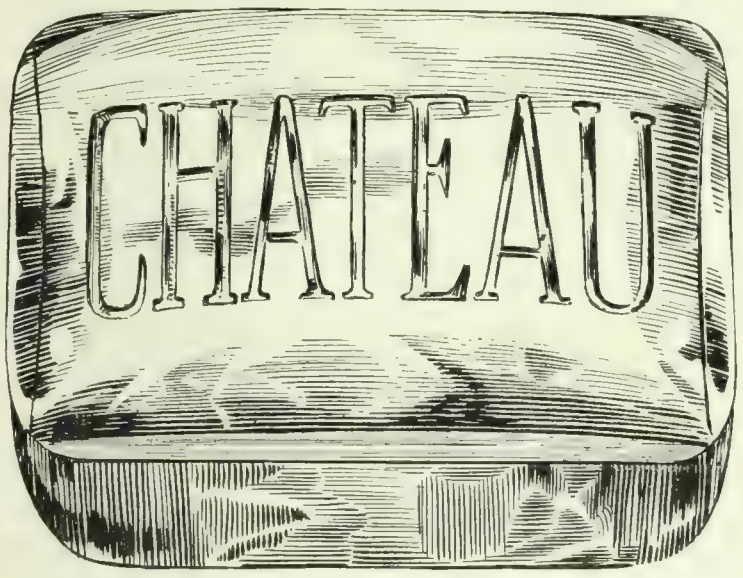
We have a very special offer to make to the first 100 direct replies received in answer to this advertisement. It only costs you a postage stamp to learn full particulars. Read this ad., then send us a card.

Richards Fine Transparent Glycerine Soaps

Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.

Sulphur Cream	Dozens	(Cardboard)
Skin Food	"	"
Violet Glycerine	"	"
Twin Bar	(Yellow) ¼ gross	(wood)
Twin Bar	(Red) " "	"
Twin Bar	(Green) " "	"



Actual Size

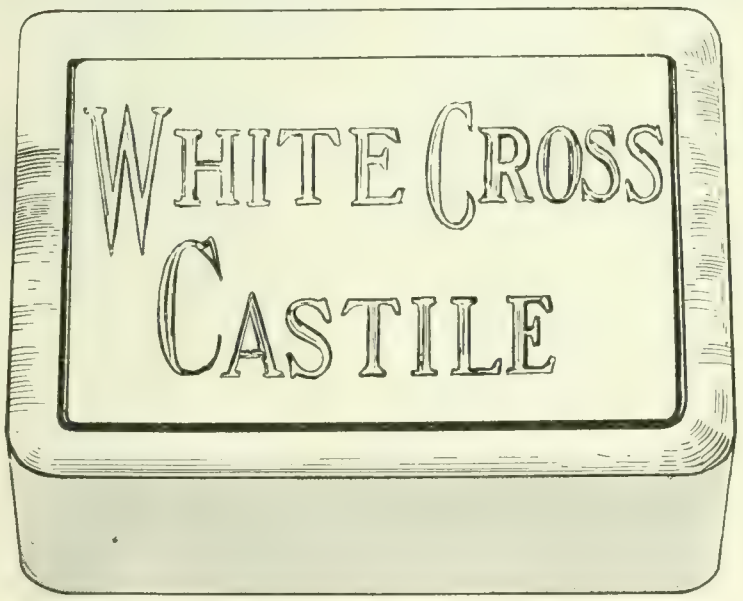
Richards Fine Transparent Glycerine Soaps

Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this Richards line make it a favorite with everybody.

Chateau Rose	(Yellow)	Dozens	(Cardboard)
Cateau Rose	(Red)	"	"
Chateau Violet	(Green)	"	"
White Cross Rose	(Yellow)	"	"
White Cross Rose	(Red)	"	"
White Cross Violet	(Green)	"	"

White Cross Glycerine Cakes are same size and style as White Cross Castile 100's.



Actual Size

Richards "White Cross" Castile

is known to the trade as an excellent line of castile, fully equal to the finest imported.

Trade Price, $3.75 per case.

White Cross Castile Bars, 20's
White Cross Castile Cakes, 100's
White Cross Castile Sections, 120's
Le Chateau Castile Bars, 20's
Le Chateau Castile Cakes, 100's
Le Chateau Castile Sections, 120's

Twin Bar Castile, packed in 3 dozens (Wood), special price, 45c per doz.

Send your order to any jobber or to

The Richards Pure Soap Company, Limited

WOODSTOCK, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The problem is to get new business, then to keep it.

GIPSY
Stove Gloss

does both.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. L. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver

Excelsior Brooms
will sweep aside slow-moving, profitless broom-sales

TRADE EXCELSIOR MARK

There's an Excelsior Broom for every purpose.

For the Factory and Warehouse.
For the Carpet.
The General Purpose House Broom.
The Railroad Broom.
The Curling Broom.
The Toy Broom.
The Misses' Broom.
The Ceiling Broom.
The Whisk Brooms.

Try them. Every broom bearing the Excelsior trade mark will give your customer unequalled service.

Our prices are cut as low as market conditions will permit. But whatever the market price; we never slight our brooms in weight or quality.

J. C. SLOANE CO.
Owen Sound

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c.
In 85 lb. Tubs, 12½c.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 16 oz., $2.40.
Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.75; 12s, $9.50; 2s, flat, $1.75. Individuals, 70c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, $1.50; 3s, $2.15; 6s, $7; 12s, $10; 3s, flat, $1.85; Individuals, 75c doz.
Pork and Beans, Chilli, 1s, 90c; 2s, tall, $1.50; 3s, flat, $1.85. Individuals, 75c doz. Tomato Sauce, 1½s, $1.30; Chili Sauce, 1½s, $1.20; Plain Sauce, 1½s, $1.25.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.
Clark's Chateau Chicken Soup, $1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces	0 14⅛
Pails	$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 20 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles. cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 25
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90
	List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

Just Arrived

One Car

Extra Fancy Fresh Cut

California Lemons

Sizes: 270s, 300s, 360s.

Price Reasonable

Also

Cape Cod Cranberries

Barrels and Boxes

Extra Fancy Jersey Sweet Potatoes

The House of Quality

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

Fancy Western Boxed

APPLES

Jonathans and McIntosh Reds

Malaga Grapes

in Kegs. First Cars to Hand.

Also Car

California Emperor Grapes

in Kegs

Tokay Grapes

in Crates

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST. TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed under

"St. Nicholas" Brand

J. J. McCabe

Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Shoulders
Picnic Hams
Short Rolls

Fresh Pickled Smoked

These cuts are quoted at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

CENTURY SALT
TRADE MARK
Century salt put the cents in the profits
Century Salt is not combined with cheap ingredients; the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.
Century Salt is refined and purified to the last degree. The dealers who handle get the profits.
THE DOMINION SALT Co LIMITED
SARNIA, ONT.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.06½
40 lbs., 1 lb. pkg., White Gloss	.07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.07½
100 lbs. kegs, No. 1 White.	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters	.08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.08½
100 lbs., kegs, Silver Gloss, large crystals	.07½
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.12½
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06¾

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.07¾

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 — Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$ 2 00
2 lb. tins, 2 doz. in case...	3 00
5 lb. tins, 1 doz. in case...	3 40
10 lb. tins, ½ doz. in case.	3 30
20 lb. tins, ¼ doz. in case.	3 25
Barrels, about 700 lbs....	.04¼
Half bbls., about 350 lbs..	.04½
¼ bbls., about 175 lbs....	.04¾
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 38½ lbs.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	$ 3 50
5 lb. tins, 1 doz. in case....	3 90
10 lb. tins, ½ doz. in case.	3 80
20 lb. tins, ¼ doz. in case.	3 75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can.	$ 4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can	14.00	12.00	9.00

YUBA BRAND

2½ Can	$3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL BAKING POWDER

ABSOLUTELY PURE

ROYAL BAKING POWDER has "no season" and "no section" because it sells everywhere all the time. Of all the standard products in the grocery business, none has more thorough distribution and active demand than ROYAL BAKING POWDER.

Keep a good stock of ROYAL BAKING POWDER on hand and keep it well displayed, because it will pay you more and surer profit than you can make on inferior brands.

Contains No Alum

ROYAL BAKING POWDER CO.

NEW YORK

KARO SYRUP

and ORIGINAL "BEST" and "LIBERTY" Brands

CORN and GLOSS STARCH

Distributed by

Rishor's Ltd., Peterboro, Ont.

Keenleyside Oil Co., London, Ont.

J. T. Festing, St. Catharines, Ont.

Grocers Specialty Co., Hamilton, Ont.

Fearman Bros., Hamilton, Ont.

Peter Clark, Sarnia, Ont.

Frank L. Benedict & Co., Montreal, P.Q.

N. Mitchell & Co., Ltd., Granby, P.Q.

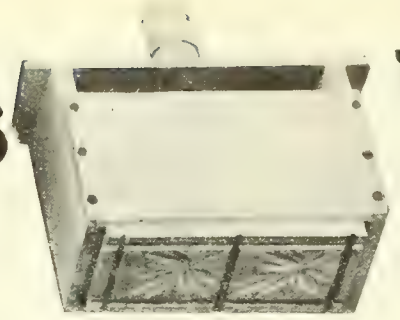
Donald H. Bain Co., Winnipeg, etc.

Kelly & Van, Vancouver, B.C.

J. S. Creed, Halifax, N.S.

G. E. Barbour Co. Ltd., St. John, N.B.

Cane's Woodenware



HERE'S a line that knows no Season. Always some one of your customers is in need of a tub, or washboard, or clothes pins, or a pail, or a mop, or bake-board, or butter mould, or clothes horse, or something or other made of wood.

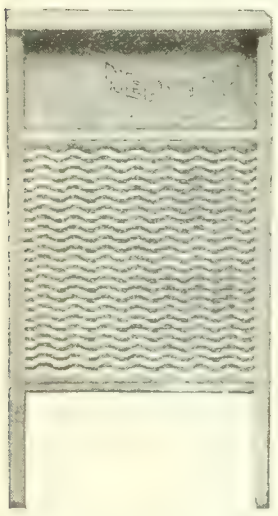
Sell More Wood Products—CANE'S

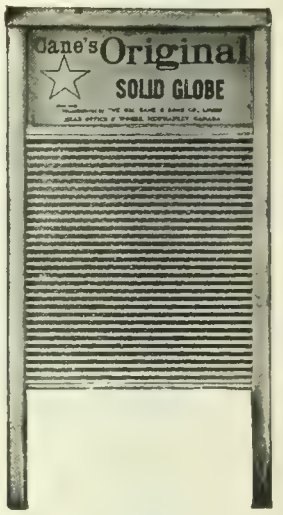
Our products are known by name to men and women everywhere in Canada—and the name begets confidence the moment it is seen or heard.

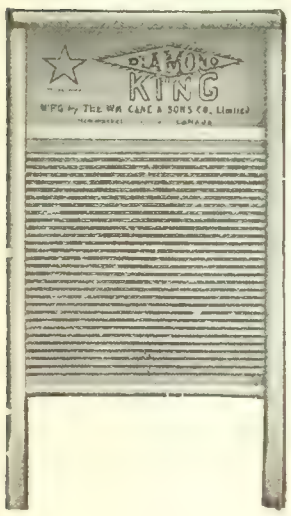
Have you our Catalogue of Woodenware Specialties? This is always a useful thing to have, to show customers. And you'll find it suggestive of lines that you may not have been carrying, yet for which there is a demand. Send for it.

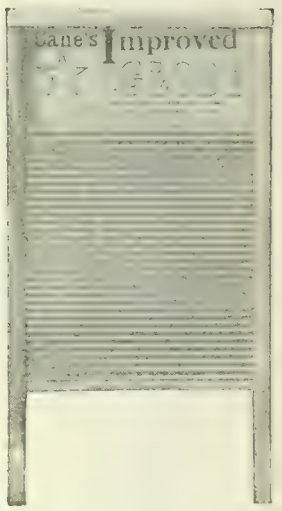
The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO









If any advertisement interests you, tear it out now and place with letters to be answered.

MR. WASHINGTON, OF NEW YORK, SAYS:

He is the man that invited the method of refining the coffee bean into

100% PURE

G. WASHINGTON'S REFINED COFFEE

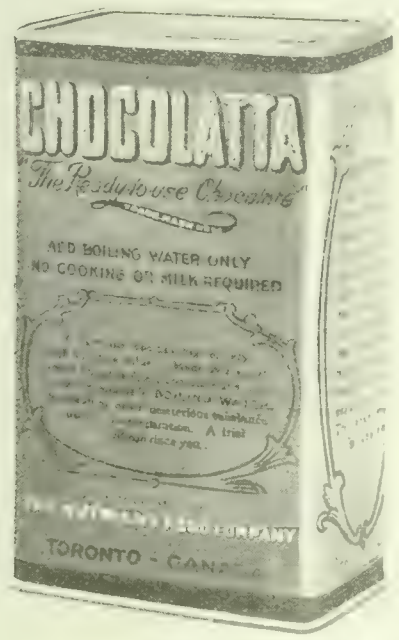
That makes as quick as lightning delicious coffee in the cup at the table. All the crystallized goodness (in powdered form) that is in the coffee bean dissolves quicker than sugar.

Three sizes: 30c—50c—90c air-tight cans.

Your jobber has it or can get it for you. A good cup of coffee relieves fatigue. Feature it for the soldiers.

The better Grocers sell it—

Grocers who make a constant practice of featuring quick-selling quality lines find **why not you?**



"CHOCOLATTA"

(*The Ready-to-use Chocolate*)

one of their strongest sellers, a line that appeals to the public from the standpoint of convenience as well as quality.

CHOCOLATTA is the only ready-to-use chocolate on the market. Contains the chocolate, milk and sugar in powder form, and is prepared instantly by adding boiling water only. For those occasions where something good and acceptable is wanted immediately and with a maximum of preparation, chocolatta has no peer.

That Chocolatta gives satisfaction goes without saying. Note the following tribute from

A Canadian Soldier at the Front—"What the Steel Helmet is to my head, Chocolatta is to my Stomach—it sure is great!

The Chocolate drinking season is at hand. Demand will be good and steady. Your investment is trivial, and you add a new line that will make you a profit. For you can sell Chocolatta, and now for the profits –

1 case (24 small tins) cost you $1.50. Retails at $6.00, giving you 33% on your investment.

1 case (24 medium tins) cost you $9.00. Retails at $12.00= 33% on investment.

Give Chocolatta a trial and be convinced. If you use it right, it will use you right.

If your jobber cannot supply you, write us direct.

The Nutrient Food Company

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered

Atlantic Ocean

CANADIAN HERRINGS

"SILVERSIDES"

BRAND

Selected and Cured Especially for

Fine Canadian Trade

Packed in 20 Pound Pails

100 Pound Kegs. Half Barrels and Barrels

Something really superior. Your Wholesaler has them.
The prices are very attractive.

H. R. SILVER, LIMITED

Packers **HALIFAX, N.S.**

W. H. ESCOTT CO., LIMITED, Manufacturers' Agents
WESTERN DISTRIBUTORS

If any advertisement interests you, tear it out now and place with letters to be answered.

All Grocers Sell and Recommend

MEPHISTO LOBSTERS

THEY are the best because only the choicest parts of the Deep Sea and Rock Lobster are used, and they are **packed the same day as caught,** in the largest and most up-to-date sanitary factories on the ATLANTIC Coast.

EVERY CAN IS ABSOLUTELY GUARANTEED FOR ONE YEAR

Who Said Chicken?

MEPHISTO BRAND

CHICKEN

Is Real Chicken—Fresh Canned

Delicious for—

Chicken Broth
Chicken Soup
Chicken Stew
Fried Chicken

Just the Thing for All Seasons

SOLD IN FULL POUND TINS

Your Grocer Has It
The Price Is Right

Northumberland Brand

Hard Smoked Bloaters

Something New on this Market

Delicious, and will keep Fresh Indefinitely

Packed 80 to 100 fish to box—20 lbs. or over of fish

PRICE IS VERY ATTRACTIVE

FOR SALE BY ALL GROCERS

Packed by

FRED. MAGEE, LTD., Port Elgin, N.B.
CANADA

Factories also at Pictou, N.S., and Summerside, P.E.I.

W. H. ESCOTT CO., LIMITED, WINNIPEG, *Western Distributors*
J. S. DONALDSON & SON, TORONTO, *Ontario Distributors*

If any advertisement interests you, tear it out now and place with letters to be answered.

TEAS TEAS

There is a big demand for Teas all *Over Canada.*

Our assortment is complete.

We have received into store:

1500 HALF-CHESTS, including
JAPANS, CEYLON BLACK,
INDIANS and GUNPOWDERS,
and YOUNG HYSONS.

Have you tried "PRIMUS" tea in packages?

Different qualities—Different prices, but always reasonable in price.

Get our samples, compare them. We will be pleased to have your business.

SPANISH FIGS 1916 CROP

Just received a small shipment comprising:

Matts 25 lbs. - 18 oz. fancy packages.

Nice, fresh and sweet.

Prices reasonable.

DRIED FRUITS From California

Will be delayed, deliveries will be short. If you want your orders filled promptly, get in touch with us.

BUY California Prunes

now that prices are reasonable

CANNED FRUITS and VEGETABLES

We shall have a nice assortment of all kinds and qualities.

OUR PRICES ARE INTERESTING.

L. CHAPUT, FILS & CIE, LIMITÉE

Wholesale Grocers and Importers

MONTREAL

The Qualities a Chewing Tobacco Should Possess

It must be *juicy*.

It must keep its *freshness*.

It must be *clean*.

It must have enough *elasticity*.

It must have a fine taste.

It must hold its fine flavor to the last particle.

STAG

CHEWING TOBACCO

"Everlasting-ly Good"

possesses all these qualities. This is why it has the preference.

Supply the demand which quality has created.

All Wholesalers sell "STAG"

If any advertisement interests you, tear it out now and place with letters to be answered.

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York. Green Coffees.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Krumbles, etc.
Bailey Broom Co., Kingston. Brooms.	Kelly Confection Co., Vancouver. Molasses.
The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	King Beach Mfg. Co., Mission City, B.C. Jams and Jellies.
Canada Starch Co., Montreal and Brantford. Starch, Syrup and Glucose.	Manford Schier, Dunnville. Evaporated Apples.
Crescent Mfg. Co., Seattle. Mapleine.	Mothers Macaroni Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.
Desigaulx & Co., Bordeaux. French Goods.	National Licorice Co., Montreal. Licorice.
The Dominion Sugar Co., Wallaceburg. Sugar.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
Essex Canning & Preserving Company, Essex, Ont. Canned Goods.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders.
Foster & Holtermann, Brantford. Honey.	William Rogers & Co., Denia, Spain. Valencia Raisins.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Harper-Presnail Cigar Co., Hamilton. Cigars.	D. Urquhart, Hensall, Ont. White Beans.
Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.	J. H. Wethey, Ltd., St. Catharines. Mince Meat.

Mason & Hickey

287 Stanley Street **Winnipeg, Canada**

If any advertisement interests you, tear it out now and place with letters to be answered.

BLACK KNIGHT

Stove Polish

is matched against "Old Sol" for a brilliant shine

With little rubbing and no dust your customers can give their stoves a brilliant, durable coal black shine with *Black Knight*.

Stove polish is only one of the little things that you have a daily call for—that every housewife uses, yet is after all one of the most important, for on your ability to satisfy your trade with a satisfactory stove polish hinges a great deal of profitable business.

Black Knight is the King of Stove Polishes—the standard by which others are judged.

Push it for bigger business.

F. F. Dalley Company, Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

If you have any cars of
POTATOES, TURNIPS, APPLES or BEANS
to offer, wire me particulars
FRED J. WHITE
27-29 Wellington St. East
TORONTO CANADA

George Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

Established 1859
GEO. STANWAY & CO.
29 Wellington St. East, - TORONTO
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian Products. Furuya & Nishimura, Japan Teas.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East, Winnipeg

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from
Shippers and Packers of Pork, Frozen and other Meats, Dairy Produce, Canned Goods, etc.
CIF, FOB, and landed terms.
Advances against consignments.
References exchanged.
WM. THOMAS & CO.
General Provision Commission Merchants and Brokers
London Bridge House, London, S.E.
Telegraphic and Cable Address:—Prodairos. Tooley London, A.B.C. Code, 5th Edition.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

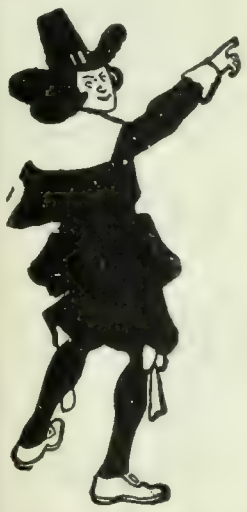
ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 Dalhousie Street, - - - Quebec City.

To-The-Trade:
Buyers and sellers of
Hay and Potatoes
Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.



We are placing these goods successfully on the Western market.

We can do the same for yours.

You ought to be represented in Winnipeg.

F. D. COCKBURN
Grocery Broker and Manufacturers' Agent
WINNIPEG

PUGSLEY DINGMAN & CO., LTD., Toronto, Ont.
Comfort Soap, Dingman's Electric Soap, Dingman's Ideal Blue, Handy Ammonia Powder.
JOHN TAYLOR & CO., LTD., Toronto, Ont.
Taylor's Borax Soap, Infants' Delight Soap, Toilet Soaps, etc.
SHURLY & DERRETT, LTD., Toronto, Ont.
Ropes, Twines, Clothes Lines, etc.
QUAKER CANDY CO., Toronto.
Quaker Molasses Candy, Pan Taffies, Fudge, etc.
JAS. EPPS & CO., LTD., London, Eng.
Cocoa and Chocolates.
WM. SYMINGTON & CO., LTD., Market Harboro, England.
Pea Flour, Custard Powder and Soups.
ROCHESTER CANDY WORKS, Rochester, N.Y.
Royal Dalcara Marshmallows.
THE VOLLMAYER-KAUFMANN CO., Toledo, Ohio.
Salted Peanuts, Almonds, Spanish Nuts and Pecans.
TORBITT CASTLEMAN CO., Louisville, Ky.
Molasses.
PETER MACNUTT & SON, Malpeque, P.E.I.
Canned Chicken and Lobsters.

Produce Buyers—*Attention!*

Buy to advantage! Let us tell about our terms.

We have one of the most up-to-date cold storage plants in Canada, and are prepared to supply both local and export trade with the best quality butter, eggs, cheese and poultry in season. If interested in buying lots or less, get in touch with us.

Public Cold Storage: Write us for space and rates for storage of butter, eggs, cheese, etc.

The J. D. Moore Co., Limited
ST. MARY'S, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Wheat, Oats, Corn, Peas, Beans, Etc.

Consignments solicited by

ELZEBERT TURGEON

"Car Lot Buyer"

Head Office:
Montreal, P.Q.

Branch Office:
Quebec, P.Q.

BEST TRADE CONNECTIONS

Sole Selling Agent in the Province of Quebec for

The Maple Leaf Milling Co., Ltd., Toronto, Ontario

BUCHANAN & AHERN

Wholesale Commission Merchants
and Importers

GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)

QUEBEC, QUE.

PROVISIONS, FLOUR
AND
GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commision Merchants

83 Dalhousie Street, - QUEBEC

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions
and
Fish Specialties

HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street, - Quebec

Say You Saw It
in
Canadian Grocer

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers

91 DALHOUSIE STREET - - - - QUEBEC CITY

For Mrs. Canada's Baking

there are no more dependable or more satisfactory flours then the two McLeod Products—"**SPECIAL**" and "**OUR CHIEF.**"

By scientifically blending wheat of the highest quality we eliminate possibility of customers' disappointment. Hence the demand for McLeod Products is ever growing.

A stock of McLeod's Flours means mereased business for you. Send your order to-day.

The McLeod Milling Company, Limited

STRATFORD ∴ ∴ ONTARIO

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED -BY MARRIED MAN, 35, WITH thorough general store business experience, position as traveling salesman for reliable grocery, confectionery or hardware house. Northern Ontario district preferred. Write Box 156, Canadian Grocer.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

FOR SALE—ONE OF THE BEST UP-TOdate Grocery Businesses in Manitoba. Present stock all well bought and business is good. Write or wire. D. A. MacKenzie, Souris. Man

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

Just a delightful change of flavor is

MAPLEINE

It reveals a taste which surprises all novices. Sell MAPLEINE. It will improve your business — it will create demand.

Order from:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

Mason & Hickey
287 Stanley Street,
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. - MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

THE FEDERAL REPORTER, 91-93 Wall Street, New York City

Big value for the housewife

The kind of value that brings her back again—that's what she gets in **"Lively Polly" Soap Powder.**

"Lively Polly" is the cheapest and quickest medium for washing clothes, dishes, glass, earthenware, paint, floors, etc., and for cleansing and disinfecting drains and closets.

The attractive carton makes displays very effective. Order a trial supply of **"Lively Polly"** to-day and note what a big seller it is.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents;
McLellan Import Co., 301 Reid Bldg., Montreal

Old Mission and Bell Brand

RIPE OLIVES

Grown and Packed at San Diego, Southern California

W. H. Escott Co., Ltd.

WINNIPEG

Canadian Distributors

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer
143 University Avenue, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Quality Imported Lines

Our year's trading to date has shown a remarkable increase on our well known standard lines. Here are a few instances worth noting:—

H.P. Sauce

50% Increase.

GARTONS CREAM CUSTARD POWDER
100% Increase.

LA PERLE PURE FRENCH OLIVE OIL
40% Increase.

CLARNICO ALMOND PASTE, 1 lb. and ½ lb. tins
50% Increase.

CROSSED FISH BRAND SARDINES

The largest single shipment ever entered in Canada is now due. This is your last chance to stock up for the season.

We are Headquarters for Shelled Nuts of all kinds.

Western Dealers—

Please note our new Winnipeg address. The growth of our business necessitated a move into a larger and more up-to-date quarters, where we enjoy better facilities than ever for meeting the demands of the Western trade.

WRITE US.

W. G. PATRICK & COMPANY, LIMITED

——Importers——

HEAD OFFICE:
51-53 Wellington St. W.
Toronto, Ont.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

These New Lines are Making a Reputation for Themselves

You will make no mistake in connecting up with the following. They are dependable sellers—just the kind to give you a quick turnover and good profits.

POINT CLEAR SHRIMPS—reliable repeaters. A good line to feature.

ROYAL BRAND GRILLED MUSHROOMS—packed in Butter. Simply delicious!

GENUINE CHINESE STEM GINGER — one pound, half-pound tins and chests. Pleases the discriminating.

KORNLET FOR SOUP—made from the heart of the corn. Embodies the delicious quality that brings the housewife back for more.

PONO BRAND HAWAIIAN PINEAPPLE—all sizes. Brings rapid repeats. Try this.

BEST YETTE GARDEN PEAS—the flavor is a winner. Suggest this brand to the "Quality" customer.

Every line listed above is a seller. Send in your order. Our service will satisfy you.

Drop in and see us when you are in Toronto. Our Sample room will interest you.

W. G. PATRICK & COMPANY, LIMITED

——Importers——

HEAD OFFICE:
51-53 Wellington St. W.
Toronto, Ont.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg, Man.

A fine distributing point for all Western Ontario

You can see for yourself how well placed Guelph is. It is a hub served by the G.T.R. and C.P.R. Railways—on main line of each, so far as Western Ontario is concerned. Guelph is more than two hours nearer Lake Huron and intermediate points than is Toronto, which is a big advantage to all retail dealers in Western Ontario who sell fruits and vegetables. There, too, our large new warehouses (the most up-to-date in Ontario), built this season, with our own Railway Siding, with four large loading and unloading doors. Everything loaded and unloaded under cover, gives Guelph and us a big advantage.
This is why we can make quick delivery and give you SERVICE.

Fresh Fruits and Vegetables—Imported and Domestic

OUR TWO GREAT SPECIALTIES

BANANAS AND ORANGES

Bananas—We deal only in superior qualities. This alone pays us and you. We have fine ripening rooms, experienced handlers, and know how to ripen and pack fruit properly. You can always rely on us for **Very Best Bananas.** We invite your business.

Oranges—You know our Own Special Brand is the Celebrated Golden Orange Brand, grown and packed by the Arlington Heights Fruit Company, Riverside, California, and are finest quality Oranges shipped from California. This brand is controlled by us for Ontario; always the best, always sells quickly, and pleases customers.

Grape Fruit, Lemons, Grapes, Dates, Figs and Nuts, Celery and other Vegetables, Oysters and Haddies.

Remember, we are direct importers. This puts us on a par with any in the trade so far as costs are concerned. Besides you save time and Carriage Charges by having shipments made from Guelph.

The House of Quality

HUGH WALKER & SON

GUELPH **Established 1861** **ONTARIO**

If any advertisement interests you, tear it out now and place with letters to be answered.

The Oversea Export Co., Limited, Norway

NORWEGIAN SARDINES, in Pure Olive Oil

Special Brands, **in different grades, to suit individual buyers.**

PLACE YOUR ORDERS NOW FOR EARLY FALL SHIPMENTS.

Full Particulars and Prices from the Sole Agents:

Stewart Menzies & Co. - 70 Lombard Street, Toronto

"Xmas Brand" Roasted and Salted Peanuts

Shelled, skinned, roasted and salted by us, these delicious peanuts come to you packed in an eye-catching carton for effective counter display.

The packages, which retail at 5c, are neat and attractive looking, just the kind of goods that pull quick, profitable sales.

Give them a trial. You will find them the best selling peanut line on the market.

WALTER CHRISTMAS CO., Limited
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

THOUSANDS of retailers made big PROFITS and SATISFIED CUSTOMERS last Summer by selling

"Gorgon" Fly-Catchers

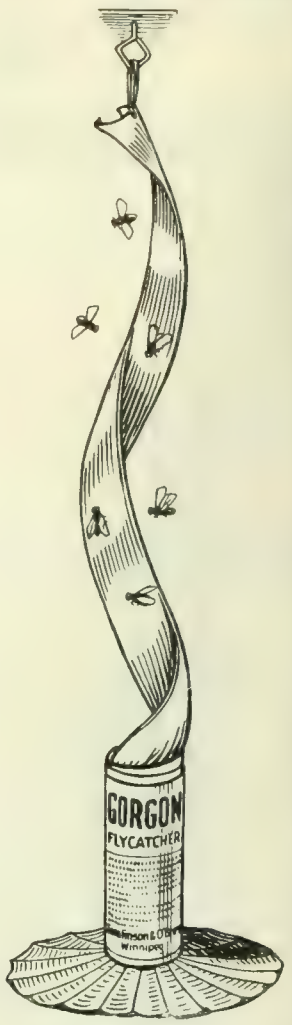
Did You?

The most sanitary and effective way to combat the fly nuisance.

Jobbers are ready to book your orders for 1917 now, and deliver when required in the Spring.

Sole Canadian Agents:

Tomlinson & O'Brien
WINNIPEG



ADVANCE—OR RETIRE?

There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

MARTIN-SENOUR
PAINTS AND VARNISHES

MADE IN CANADA—SOLD ON MERIT

PIONEERS

of

PURE

PAINT

and

STILL FIRST

in the estimation of

PAINT USERS.

The Paints and Varnishes that fortify you against complaints and make a Big Advance in your turnover.

The exclusive Agency for this line is a most valuable asset to any merchant's business. Martin-Senour Paints and Varnishes are now so well known for their unsurpassed quality and from the fact that they are so extensively advertised, that more and more people are attracted to the store where they are handled, and consequently they are the easiest and most profitable to sell.

The high quality of each and every Martin-Senour Product is such as to retain and increase the demand of those who have once tried them.

Martin-Senour sales help and co-operation is the strongest, consisting of the most effective features of Interior and Exterior Displays, Mailing Campaigns, Follow-Up Systems, and direct help of Salesman.

This policy will not be curtailed.

It will be **continued** and **strengthened.**

Would you not like to be counted as one of our **satisfied** and **successful** Dealer Agents who is profiting by this policy?

Drop a line for our Proposition, but do it to-day.

The MARTIN-SENOUR Co.
LIMITED
PRODUCERS OF PAINTS AND VARNISHES
MONTREAL
WINNIPEG TORONTO HALIFAX

If any advertisement interests you, tear it out now and place with letters to be answered.

The Best Only—Always the Best

Griffin & Skelley's DRIED FRUITS

"The Pick of the Pack" from the finest vineyards and orchards on the Pacific Coast. Peaches, Pears, Raisins, Apricots, Nectarines and Prunes.

Quality Counts Always

Taylor's

Candied and Drained Peels, produced by specialists in this one thing from year's end to year's end. Their

Unvarying Quality

has won an enviable reputation among the elect. The entire time of the makers is devoted to maintaining the standard

Peels

A. P. TIPPET & CO.

OUR LEADING LINES

Coffees. Try our special values in Mochas, Javas, Maracibos, Rios, Santos, etc. Our **Club** Brand Coffees have won a reputation second to none.

Spices. Book up now for the Xmas trade with a good stock of our high-grade Prince of Wales Standard Spices. We stand behind the quality.

Corks. We can supply your wants in all lines and sizes of corks for Bottles, Jars and Kegs.

Club Health Salts. A perfect pick-me-up and a sure trade-builder.

Club Jelly Powders. The jelly with the cream and the true, fruity flavour always in great demand.

Club Custard and Egg Powder. A great double event preparation. Makes the daintiest Custards and completely takes the place of eggs for Pies and all Cake baking.

Small Size 90c. Dozen, equals 12 eggs
Large " $2.25 " " 32 eggs

Large Size Samples Sent on Request.

Headquarters for Icings, Extracts, Baking Powders, Cr. of Tartar, Borax, Bicarbonate Soda, Etc.,

S. H. EWING SONS, 98 King St., MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Made to Sell Fresh Every Saturday For Sunday Morning Breakfast

Swift's

Sunday Breakfast Brand Pure Pork Sausage

Made from pure pork. Seasoned "just right" with highest grade spices obtainable. Made fresh every week and shipped by express to reach you in time for Saturday trade. Every one-pound package is dated on attractive red band label—"For "Sunday" (actual date).

Sunday Breakfast Brand Sausage will prove very popular with your trade. It gives you a liberal profit and quick turnover—no waste capital or dead stock.

Order a sample shipment now and try it yourself for breakfast next Sunday morning.

Swift Canadian Co., Limited

Toronto
Winnipeg
Edmonton

If any advertisement interests you, tear it out now and place with letters to be answered.

Read What the Toronto City Council Says About the Increased Cost of Bread—

Bakers Not to Blame for The High Price of Bread

Cost of Labor and Flour Has forced It Up—Bread Probe Committee Finds that Cause Is Back of the Bakers.

Toronto need not look for a drop in the price of bread. Neither may the citizens expect to see a civic bakery established and operated here. Nor need apprehensive husbands fear for the spread of that dread disease, dyspepsia, by reason of the housewife's activity in bread-making.

For none of those things are due to happen. The Special Committee of City Council on bread prices has not yet reported, but inquiries made today made it clear that when they do there will be no great blame laid at the door of the bakers for the higher price of bread. This committee is composed of Controller Cameron, Ald. Ramsden and Ald. Archibald.

"I have no hesitation in saying," said Controller Cameron, "that so far my investigations show some justification for the action of the bakers. It is the cost of flour and labor that has caused the jump in the price. I am sure that if the big bakers had not had a big supply of flour in before the price of flour rose they would have had to raise the price of bread a year ago. They gave the public the benefit of their early purchase at lower prices."

Figures have been given the investigators showing the cost of baking and delivery—the actual labor—rose in the past few months from 1.93 cents per loaf to 2½ cents. Add that increase to the boost in the cost of flour and the bakers are pretty well justified.

Ald. Ramsden pointed out that while the price of bread has increased only 33 per cent. in two years the price of the materials used and the labor has increased over 50 per cent.

Ald. Archibald declares that it is not so much the price of bread that agitates the people as the price of butter and eggs and other foodstuffs which have gone aviating without reasonable excuse. "A cent a loaf on bread will not bankrupt people," he says, "but the price of butter and eggs is out of the reach of ordinary people. And look at the piles of these foodstuffs that are kept in cold storage, in order to keep the price up."

Notwithstanding such adverse conditions as these prevailing in the Bakery business, we are in a splendid position to meet the Bread requirements of the Grocery trade, and at the lowest possible prices, too.

There are big profits for you in selling Bread, particularly if you sell it on a straight cash basis. I am endeavoring to build up a Bread trade with the Grocer—I want your help. You can supply the public and reap a profit of 87% to 100% on your weekly Bread sales.

THINK IT OVER.

WE SPECIALIZE on high-grade Fruit Cakes in 5 and 6-lb. slabs.

Write for Quotations.

BODLEY'S HOME-MADE BREAD

Get Service to-day **5 Auto Deliveries**
Phone Main 1809 **Gerrard 3160**

C. J. BODLEY - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MONKLAND OATS EXHIBIT

The Display at the Canadian National Exhibition

THE above is a display made at the Canadian National Exhibition, Toronto, by James Wilson & Sons, Fergus, Ont., who are placing on the market a special grade of Oatmeal which should commend itself to the public on account of its fine quality and excellent flavor. This brand is known as MONKLAND OATS, and it is put up in cases of 16, 4½-lb. packages. The above firm also are manufacturers of Rolled Oats, Oatmeals, Pot Barley and Pearl Barley, which are put up in bags and barrels. Prices on application.

If any advertisement interests you, tear it out now and place with letters to be answered.

WHO IS AGENT FOR_____?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm they represent.

ARBUCKLE BROTHERS Green coffees
Mason & Hickey, Winnipeg.
BAILEY BROOM CO.—Brooms
Mason & Hickey, Winnipeg.
BECKER, SHILLAN & CO.
Stewart Menzies & Co., Toronto.
BORDEN MILK CO.—Condensed Milk, etc.
Mason & Hickey, Winnipeg.
BRITISH COLUMBIA HOPS.
A. P. Tippet & Co., Montreal.
CALIFORNIA DIAMOND BRAND WALNUTS
A. P. Tippet & Co., Montreal.
CALIFORNIA FRUITS.
A. P. Tippet & Co., Montreal.
CANADA STARCH CO.—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.
CARBOLOCENE—Disinfectant Fluid.
McClellan Import Co., Montreal.
CALIFORNIA ASSOCIATED RAISIN CO.
Tomlinson & O'Brien, Winnipeg.
CAMP COFFEE ESSENCE.
Rose & Laflamme, Montreal.
CAMPBELL'S SOUPS.
Rose & Laflamme, Montreal.
CANADA PRESERVING CO.
Tomlinson & O'Brien, Winnipeg.
CAPSULES.
S. H. Ewing & Sons, Montreal.
CLUB CUSTARD & EGG POWDER.
S. H. Ewing & Sons, Montreal.
CLUB JELLY POWDER
S. H. Ewing & Sons, Montreal.
COLD SPRING LEMONADE POWDER.
S. H. Ewing & Sons, Montreal.
CORKS.
S. H. Ewing & Sons, Montreal.
COX GELATINE.
A. P. Tippet & Co., Montreal.
CRESCENT MFG. CO. Mapleine.
Mason & Hickey, Winnipeg.
DA COSTA & CO.—Barbados Molasses.
West India Company, Montreal.
DESIGAULX & CO.—French Goods.
Mason & Hickey, Winnipeg.
DISINFECTANT BLOCKETTES.
McLellan Import Co., Montreal.
DOMINION SUGAR CO.—Sugar.
Mason & Hickey, Winnipeg.
JAMES EPPS & CO.—Cocoas and Chocolates.
F. D. Cockburn, Winnipeg.
FOSTER, CLARK, LTD.—Custard Powders.
Stewart Menzies & Co., Toronto.
FOSTER & HOLTERMAN.—Honey.
Mason & Hickey, Winnipeg.
FRENCH CASTILE SOAP.
A. P. Tippet & Co., Montreal.
GOODWILLIES LIMITED- Preserved Fruits.
Rose & Laflamme, Montreal.
GORMAN, ECKERT & CO.—Olives, Spices
Mason & Hickey, Winnipeg.
GRIFFIN & SKELLEY—Dried Fruits.
Mason & Hickey, Winnipeg.
GRIFFIN & SKELLEY—Seedless Raisins.
A. P. Tippet & Co., Montreal.
GEO. HARKER & CO.
Stewart Menzies & Co., Toronto.
HARPER-PRESNAIL CIGAR CO.—Cigars.
Mason & Hickey, Winnipeg.
INGERSOLL PACKING CO.—Cheese, Meats.
Mason & Hickey, Winnipeg.
INTERNATIONAL SPONGE IMPORTERS.
Stewart Menzies & Co., Toronto.
I.X.L. DISINFECTING FLUID.
McLellan Import Co., Montreal.
KAY BROTHERS.
Tomlinson & O'Brien, Winnipeg.
JAMES KEILLER & SON, LTD.
Stewart Menzies & Co., Toronto.
W. K. KELLOGG CO.—Krumbles.
Mason & Hickey, Winnipeg.
KELLY CONFECTION CO.—Molasses.
Mason & Hickey, Winnipeg.
KKOVAH HEALTH SALTS.
Maclure & Langley, Ltd., Toronto.
KING BEACH MFG. CO.—Jams and Jellies.
Mason & Hickey, Winnipeg.
JOHN KNIGHT, LTD.—Soaps, etc.
Stewart Menzies & Co., Toronto.
E. LAZENBY & SON, LTD.—Sauces, Pickles.
Stewart Menzies & Co., Toronto.
LIVELY POLLY DRY SOAP.
McLellan Import Co., Montreal.
LOUISIANA STATE RICE MILLING CO.
Tomlinson & O'Brien, Winnipeg.
MAGGI'S SOUPS.
Maclure & Langley, Ltd., Toronto.
MALTA VITA PURE FOOD CO.
Tomlinson & O'Brien, Winnipeg.
MANFORD SCHIER—Evaporated Apples
Mason & Hickey, Winnipeg.
MEGANTIC BROOM MFG. CO.
Tomlinson & O'Brien, Winnipeg.
MOTHERS MACARONI CO.—Macaroni.
Mason & Hickey, Winnipeg.
C. & E. MORTON, LTD.
Tomlinson & O'Brien, Winnipeg.
PETER McNUTT & SON—Canned Chicken.
F. D. Cockburn, Winnipeg.
NATIONAL LICORICE CO.—Licorice.
Mason & Hickey, Winnipeg.
NICHOLSON & BROCK—Bird Seed.
Mason & Hickey, Winnipeg.
OVERSEA EXPORT CO.—Sardines.
Stewart Menzies & Co., Toronto.
PRINCE OF WALES BORAX.
S. H. Ewing & Sons, Montreal.
PRINCE OF WALES EXTRACTS.
S. H. Ewing & Sons, Montreal.
PRINCE OF WALES COFFEE.
S. H. Ewing & Sons, Montreal.
PRINCE OF WALES SPICES.
S. H. Ewing & Sons, Montreal.
PROCTOR & GAMBLE CO.—Crisco, Soaps, etc.
Mason & Hickey, Winnipeg.
PUGSLEY, DINGMAN & CO.—Soaps.
F. D. Cockburn, Winnipeg.
RECKITTS, LIMITED—Blue, Polishes.
Tomlinson & O'Brien, Winnipeg.
ROCHESTER CANDY WORKS.
F. D. Cockburn, Winnipeg.
WILLIAM ROGERS & CO.—Valencia Raisins.
Mason & Hickey, Winnipeg.
SANDBACH TINNE & CO.—Nuts, etc.
West India Co., Limited, Montreal.
SANDBACH PARKER & CO.—Sugars.
West India Co., Limted, Montreal.
SHURLY & DERRETT, LTD.—Ropes, Twines.
F. D. Cockburn, Winnipeg.
ST. WILLIAMS PRESERVING CO.—Preserves
Maclure & Langley, Ltd., Toronto.
WM. SYMINGTON & CO.—Custard Powder
F. D. Cockburn, Winnipeg.
TAYLOR'S PEELS.
A. P. Tippet & Co., Montreal.
JOHN TAYLOR & CO.—Soaps, Perfumes, etc.
F. D. Cockburn, Winnipeg.
W. A. TAYLOR & CO.—Horse Radish, Relishes
Mason & Hickey, Winnipeg.
TETLEY TEA CO.—Tea.
Tomlinson & O'Brien, Winnipeg.
THISTLE BRAND CANNED FISH.
A. P. Tippet & Co., Montreal.
THORNTON & CO.—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.
TORBITT & CASTLEMAN CO.—Molasses.
F. D. Cockburn, Winnipeg.
J. H. WETHEY, LTD.—Mince Meat.
Mason & Hickey, Winnipeg.

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

CIGARS
La Preferencia Cigar—
Vallens & Co., London, Ont.
Webster's Clear Havana Cigars
Webster's Clear Havana Imperials
Webster's Clear Havana Brevas
Webster's Clear Havana Puritanos
Webster's Clear Havana Espanolas
Webster's Clear Havana Panatellas
Webster's Clear Havana Victorias
Webster's Clear Havana Queens
Webster's Orlando Invincible
Webster's Orlando Londres
Webster's El Presidente Londres
Webster's El Presidente Esquistos
Webster's White Spots
Webster's Jose Ma Garcias
Webster's Dutch Mike—
W. R. Webster & Co., Sherbrooke, Que.
Lord Tennyson
Grand Master
Promoter
Perfection
Davis' Panetelas
Nobleman
La Plaza
Boite Nature, Coronas
Boite Nature, Invincibles
Mauricio—
S. Davis & Sons, Montreal.

CIGAR BAGS
The E. B. Eddy Co., Hull, Canada.

CHEESE
Armour and Company, Hamilton, Ont.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.

CHEWING GUM
A. B. C. Chewing Gum
Canadian Chicle Co., Peterborough, Ont.

CHICKEN SOUPS
Chateau Brand Chicken Soup
Chateau Brand Chicken Soup, Assorted—
W. Clark, Limited, Montreal.

CHOCOLATES
Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate—
Walter Baker & Co., Montreal.
"Chocolatta"—
Nutrient Food Co., Toronto.
Cowan's Queen's Dessert Chocolate
Cowan's Medallions
Cowan's Almond Nut Bars
Cowan's Filbert Nut Bars
Cowan's Chocolate Ginger
Cowan's Royal Milk Chocolate
Cowan's Supreme Chocolate (cooking)
The Cowan Co., Ltd., Toronto.

CIGARETTES
Player's Navy Cut Cigarettes
Richmond Straight Cut Cigarettes
Gold Crest Cigarettes
Mogul Cigarettes
Murad Cigarettes
Pall Mall Cigarettes—
Imperial Tobacco Co., Montreal.

CLEANSERS
Armour's Cleanser
Armour and Company, Hamilton, Ont.
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
Panshine Kitchen Magic Cleanser—
Lever Brothers, Limited, Toronto.
Royal Crown Cleanser—
Royal Crown Soaps, Ltd., Winnipeg.

CLOSET CLEANER
Sani-Flush Closet Cleaner—
Hygienic Products Co., Canton, Ohio.

CLOTHES PINS
Cane's First Quality Clothes Pins—
The Wm. Cane Sons & Co., Newmarket, Ont.

COCOAS
Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar
Borden Milk Co., Montreal.
Cowan's Empire Brand Cocoa,
Cowan's Perfection Brand Cocoa—
The Cowan Co., Ltd., Toronto.

COFFEES
Club House Coffee
Rex Coffee—
Gorman, Ekert & Co., London, Ont.
White Star Coffee—
Macdonald-Chapman, Ltd., Winnipeg.
No Vary Coffee—
No Vary Products Co., Toronto
Red Seal Coffee (and other brands)—
Chase & Sanborn, Montreal.
Thistle Brand
Bouquet Brand
Kearney Bros., Montreal.
White Swan Coffee—
White Swan Spices & Cereals, Ltd., Toronto.
Victoria Brand Coffee
Laporte, Martin, Limitee, Montreal.
Royal Shield Coffee
Campbell Bros. & Wilson, Winnipeg.

COFFEE, CONDENSED
Borden's Condensed Coffee
Borden's with milk and sugar
Borden Milk Co., Montreal.
St. George Brand Coffee
Malcolm Condensing Co., St. George, Ont.

COFFEE, REFINED
G. Washington's Refined Coffee—
G. Washington Sales Co., New York.

COCOANUT
White Star Unsweetened Cocoanut—
Macdonald-Chapman, Ltd., Winnipeg.

COLLAPSIBLE TUBES
Betts & Company, Limited, London, Eng.

CONDENSED MILK
Banner Condensed Milk
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.
Canada First Condensed Milk,—
Aylmer Condensed Milk Co., Hamilton.

CONFECTIONERY
Cowan's Maple Buds—
The Cowan Co., Ltd., Toronto.
Moirs Limited, Halifax, N.S.
Pascall's Limited, London, Eng.
McCormick Biscuit Co., London, Ont.

CONFECTIONERS' SUPPLIES
Borden Milk Co., Montreal.

COOKED MEATS
Armour and Company, Hamilton, Ont.
Matthews-Blackwell, Ltd., Toronto.
Swift Canadian Co., Toronto.

CORNED BEEF
Clark's Corned Beef—
W. Clark, Limited, Montreal.

CORN MEAL
Buckeye Pure Gold Cornmeal
Quaker Best Yellow Cornmeal—
Quaker Oats Company, Peterborough, Ont.

CORN SYRUP
Karo Syrup Cane Flavor
Karo Syrup Crystal White—
Corn Products Refining Co., New York.

COTTOLENE
Cottolene—
The N. K. Fairbanks Company, Montreal.

CREAM OF TARTAR
White Star Cream of Tartar—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Cream of Tartar—
White Swan Spices & Cereals, Ltd., Toronto.
Royal Shield Cream of Tartar—
Campbell Bros., & Wilson, Winnipeg.

CRUSHED FRUIT
Armour and Company, Hamilton, Ont.

CUSPIDORS
The E. B. Eddy Co., Hull, Canada.

CURRANTS
Victoria Brand Currants—
Laporte, Martin, Limitee, Montreal.
Royal Shield Cleaned Currants—
Campbell Bros. & Wilson, Winnipeg.

DIET FLOUR
White Swan Diet Flour—
White Swan Spices & Cereals Ltd., Toronto.

DISTILLED WATER
E. L. Drewry, Ltd., Winnipeg.

DOG FOODS
Spratt's Dog Cakes
Spratt's Puppy Biscuits—
Spratt's Patent Ltd., London, Eng.

DRESSED BEEF
Armour and Company, Hamilton, Ont.

DRESSED HOGS
Armour and Company, Hamilton, Ont.
Swift Canadian Company, Toronto.

DRY CODFISH
H. R. Silver, Ltd., Halifax, N.S.

DRY SALTED MEATS
Armour and Company, Hamilton, Ont.

DRY SAUSAGES
Armour and Company, Hamilton, Ont.

DUSTERS
O'Cedar Dusters—
Channell Chemical Co., Toronto.

DUSTING CLOTHS
O'Cedar Dusting Cloth—
Channell Chemical Co., Toronto.

DUSTING MOPS
O'Cedar Dusting Mop—
Channell Chemical Co., Toronto.

EGGS
Armour and Company, Hamilton, Ont.
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Rose Brand Eggs
Matthews-Blackwell Ltd., Toronto.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.

EGG CRATES
Cane's Egg Crates—
The Wm. Cane Sons & Co., Newmarket, Ont.

EPSOM SALTS
Royal Shield Epsom Salts—
Campbell Bros. & Wilson, Winnipeg.

EVAPORATED MILK
Armour and Company, Hamilton, Ont.
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
No-Vary Evaporated Milk—
No-Vary Products Co., Toronto.
St. George Evaporated Milk—
Malcolm Condensing Co., St. George, Ont.

EXTRACTS
Bowes Extracts (bulk)—
The Bowes Co., Ltd., Toronto.
Gorman's Pure Extracts
Forest City Extracts —
Gorman, Eckert & Co., London, Ont.
No-Vary Extracts—
No-Vary Products Co., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriffs' Flavoring Extracts—
Imperial Extract Co., Toronto.
Sterling Brand Flavoring Extracts—
T. A. Lytle Co., Toronto.
White Swan Extracts—
White Swan Spices & Cereals Ltd., Toronto.
Drewry's Extracts—
E. L. Drewry, Ltd., Winnipeg.
White Star Extracts—
Macdonald-Chapman, Ltd., Winnipeg.
Victoria Brand Extracts—
Laporte, Martin, Limitee, Montreal.
British Extract
Royal Shield Extracts—
Campbell Bros. & Wilson, Winnipeg.

FANCY MEATS
Swift's Fancy Meats—
Swift Canadian Company, Toronto.

FEED
Banner Feed
Schumacher's Stock Feed
Victor Feed—
Quaker Oats Company, Peterborough, Ont.
Stock Feed—
James Wilson & Sons, Fergus, Ont.

FLOOR POLISH
O'Cedar Polish—
Channell Chemical Co., Toronto.

FLOOR WAX
Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.

FLOUR
Gold Seal Flour (Pastry)
Goldie's Star Flour (General Use)
Lily Flour (Pastry)
Rainbow Flour (Bread)—
Can. Cereal & Flour Mills Co., Toronto.
McLeod's Special Flour
Our Chief Flour—
McLeod Milling Co., Stratford, Ont.
Quaker Graham Flour
Quaker Manitoba Patent Flour
Victor Choice Blend Flour
Quaker Oats Company, Peterborough, Ont.

FLOUR SACKS
Eddy's Flour Sacks—
E. B. Eddy Co., Hull, Que.

FLUID BEEF CORDIAL
Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.

FRESH PORK
Armour and Company, Hamilton, Ont.

FRUIT CORDIALS
Lime Fruit Cordial—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Black Currant Cordial
Wagstaffe Limited, Hamilton, Ont.

FURNITURE POLISH
O'Cedar Polish—
Channell Chemical Co., Toronto.

GELATINE
Royal Shield Gelatine—
Campbell Bros. & Wilson, Winnipeg.

GRAPE JUICE
Armour's Grape Juice
Armour and Company, Hamilton, Ont.
E. D. S. Grape Juice—
E. D. Smith & Son, Winona, Ont.
Wagstaffe's Grape Juice—
Wagstaffe Limited, Hamilton, Ont
Welch's Grape Juice
The Welch Co., St. Catharines, Ont.

GREASES
Armour and Company, Hamilton, Ont.

GROCERY BAGS
The E. B. Eddy Co., Hull, Canada.

GUMMED WRAPPING TAPE
Geo. Adam & Co., Winnipeg.

HADDIES
Niobe Brand Haddies
D. Hatton Co., Montreal.

HAMS
Premium Hams
Swift Canadian Company, Toronto
Rose Brand Hams
Matthews-Blackwell Ltd., Toronto.
Star Brand Hams
F. W. Fearman Co., Hamilton, Ont.

HERBS
Royal Shield Herbs—
Campbell Bros. & Wilson, Winnipeg.
White Star Herbs
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Herbs—
White Swan Spices & Cereals, Ltd., Toronto.

HEALTH FOODS
Health Bran—
Can. Cereal & Flour Mills Co., Toronto.

HEALTH FLOUR
White Swan Health Flour—
White Swan Spices & Cereals, Ltd., Toronto.

HERRINGS
Armour and Company, Hamilton, Ont.
H. R. Silver, Limited, Halifax, N.S.
Fred. Magee, Limited, Port Elgin, N.B.

HOMINY
Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Company, Peterborough, Ont.

HONEY
White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes' Pure Honey—
The Bowes Co., Limited, Toronto.
Wagstaffe's Pure Clover Honey—
Wagstaffe, Limited, Hamilton, Ont.

HORSE RADISH
Lytle's Horse Radish—
T. A. Lytle Co., Toronto.

ICE CREAM POWDER
Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.

ICING
Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.

ICING SUGAR
White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.

INFANTS' FOOD
Borden's Eagle Brand Condensed Milk.—
Borden Milk Co., Montreal.

INSECT POWDER
Keating's Insect Powder—
Thomas Keating, London, Eng.

JAMS
Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Canners, Ltd., Hamilton, Ont.
Bowes Jam (bulk)—
The Bowes Co., Ltd., Toronto.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
No-Vary Jam—
No-Vary Products Co., Toronto.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Pure Jam—
Wagstaffe Limited, Hamilton, Ont.
Mother's Jam—
J. H. Wethey, Ltd., St. Catharines, Ont.

JELLIES
Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Canners, Ltd., Hamilton, Ont.
Bowes Jelly (bulk)—
The Bowes Co., Ltd., Toronto.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Ltd., Hamilton, Ont.
No-Vary Jell-Eata—
No-Vary Products Co., Toronto.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.
Wagstaffe's Pure Jelly—
Wagstaffe, Limited, Hamilton, Ont.

JELLY POWDERS
Shirriff's Jelly Powder—
Imperial Extract Co., Toronto.
White Swan Jelly Powder—
White Swan Spices & Cereals, Ltd., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.

KIPPERS
Niobe Brand Kippers—
D. Hatton Co., Montreal.

KNIFE POLISH
Oakey's Wellington Knife Polish—
John Oakey & Sons, Limited, London, Eng.

KRAFT BAGS
The E. B. Eddy Co., Hull, Canada.

LAMB
Armour and Company, Hamilton, Ont.

LARD
Armour's Veribest Leaf Lard
Armour's Helmet Leaf Lard
Armour's Pure Lard—
Armour and Company, Hamilton, Ont.
Erie Brand Compound Lard
Rose Brand Lard—
Matthews-Blackwell, Ltd., Toronto.
Silverleaf Brand Pure Lard—
Swift Canadian Company, Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.

LARD COMPOUND
Boar's Head Brand Lard Compound—
The N. K. Fairbanks Co., Ltd., Montreal.

LAUNDRY SODA
Swift's Laundry Soda—
Swift Canadian Company, Toronto.

LEAD PENCILS
The Wm. Cane & Sons Co., Newmarket, Ont.

LEMONADE
Bowes Lemonade
The Bowes Co., Ltd., Toronto.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.

LIME JUICE
Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.

LOBSTERS
Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.

LUNCH BEEF
Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.

LUNCH TONGUE
Clark's Lunch Tongue—
W. Clark, Limited, Montreal.

LYE
Royal Crown Soaps, Ltd., Winnipeg.
Babbitt's Pure Lye.—
B. T. Babbitt Co., New York.

MACARONI
Catelli's Milk Macaroni
Cattelli's Spinelli Brand Macaroni
Catelli's L'Etoile Brand Macaroni—
The C. H. Catelli Co., Ltd., Montreal.
No-Vary Macaroni—
No-Vary Products Co., Toronto

MALTED MILK
Borden's Malted Milk—
Borden Milk Co., Montreal.

MAPLEINE
Crescent Mapleine—
Crescent Mfg. Co., Seattle, Wash.

MAPLE SUGAR
Armour and Company, Hamilton, Ont.

MAPLE SYRUP
Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.

MARASCHINO CHERRIES
Shirriff's Maraschino Cherries—
Imperial Extract Co., Toronto.

MARMALADE
Aylmer Pure Orange Marmalade—
Dominion Canners, Ltd., Hamilton, Ont
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont
Lytle's Pure Orange Marmalade—
T. A. Lytle Co., Toronto.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.
Wagstaffe's Grape Fruit Marmalade
Wagstaffe's Pineapple Marmalade
Wagstaffe's Orange Marmalade—
Wagstaffe, Limited, Hamilton, Ont.

MATCHES
Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.

MEAT SKEWERS
The Wm. Cane & Sons Co., Newmarket, Ont

METAL CAPS
Anchor Caps, for bottles
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.

METAL BOTTLE CAPSULES
Betts & Company, Limited, London, Eng.

MEAT MEAL
Armour's Meat Meal—
Armour and Company, Hamilton, Ont.

METAL POLISH
Brasso Metal Polish—
Reckitt's (Over Sea) Limited, Toronto
Glosso Metal Polish—
Hargreaves (Canada) Limited, Toronto
Pyn-Ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.

MILK PRODUCTS
Borden Milk Products—
Borden Milk Co., Montreal.

MINCE MEAT
Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
Wagstaffe's Fine Old English Mince Meat
Wagstaffe Limited, Hamilton, Ont.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines, Ont.
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.

MINT SAUCE
Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.
Royal Mint Sauce—
Horton-Cato Co., Windsor, Ont.

MOLASSES
Crosby Molasses Co., St. Johns, N.B.
No-Vary Molasses—
No-Vary Products Co., Toronto.

MOPS
Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.

MUSTARD
Forest City Mustard—
Gorman, Eckert & Co., London, Ont.
Lytle's Prepared Mustard—
T. A. Lytle Co., Toronto.
White Swan Mustard—
White Swan Spices & Cereals, Ltd., Toronto.
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Mustard—
Campbell Bros. & Wilson, Winnipeg.

MUTTON
Armour and Company, Hamilton, Ont.

OATCAKES
McVitie & Price of Canada, Ltd., Montreal.

OATMEAL
Tillson's Fine Cut Oatmeal—
Can. Cereal & Flour Mills Co., Toronto.
Rolled Oatmeal—
James Wilson & Sons, Fergus, Ont.

OILS
Armour and Company, Hamilton, Ont.

OLEO STOCK
Armour and Company, Hamilton, Ont.

OLIVES
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
Club House Olives—
Gorman, Eckert & Co., London, Ont.

ONIONS PICKLED
Sterling Brand Onions
Sterling Brand Sweet Onions—
T. A. Lytle Co., Toronto.

ORANGEADE
Bowes Orangeade—
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.

OYSTERS
Coast Sealed Oysters
Sealshipt Oysters—
Connecticut Oyster Co., Toronto.

PAILS
Cane's Wooden Pails
The Wm. Cane Sons & Co., Newmarket, Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Limited, Hull, Que.

PAINTS ANR VARNISHES
Hundred Per Cent. Pure Paint
Senour's Floor Paint
Neutone Flat Wall Finish
Wood-Lac Stain
Varnishes
Concre-tone
Red School House Paint
Spic and Span Finishes—
Martin-Senour Co., Ltd., Montreal.

PANCAKE FLOUR
White Swan Pancake Flour—
White Swan Spices & Cereals, Ltd., Toronto.

PAPER
Paper of all kinds—
The E. B. Eddy Co., Limited, Hull, Que.

PAPER BAGS
Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Limited, Hull, Que.

PATE
Clark's Ham and Veal Pate—
W. Clark, Limted, Montreal.

PEANUT BUTTER
Bowes Peanut Butter—
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
No-Vary Peanut Butter—
No-Vary Products Co., Grand Forks, N.D.
Victoria Brand Peanut Butter—
Laporte, Martin, Limitee, Montreal.

PEPPER
Royal Shield Pepper—
Campbell Bros. & Wilson, Winnipeg.

PICKLES
E. L. Drewry, Limited, Winnipeg.
Canada Brand Pickles
Crown Brand Pickles
Keystone Brand Pickles
Monarch Brand Pickles
Lytle's Bulk Pickles
Lytle's Sweet Mustard Pickles
Sterling Brand Pickles
Sterling Brand Sweet Gherkins
Sterling Brand Sweet Midgets
Sterling Brand O-Eat-A Pickles—
T. A. Lytle Co., Toronto.

To Manufacturers and Shippers

(Foreign and Domestic)

DONALD H. BAIN CO.

SUCCESSORS TO

NICHOLSON & BAIN

Wholesale Grocery Commission Brokers and Manufacturers' Agents

To take care of our agencies we have large warehouses, fully equipped offices, and selling staffs at

Winnipeg (Manitoba)

Regina (Saskatchewan)

Saskatoon (Saskatchewan)

Calgary (Alberta)

Edmonton (Alberta)

Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of

Manitoba, Saskatchewan, Alberta and British Columbia

If you require *Service* and *Results* in marketing your products, communicate with us at any one of our various offices.

If any advertisement interests you, tear it out now and place with letters to be answered.

No Vary Pickles
No Vary Products Co., Toronto.
Queen Quality Pickles
Taylor & Pringle, Owen Sound, Ont.
White Star Pickles
Macdonald-Chapman, Ltd., Winnipeg.

PICKLED MEATS
Armour's Sweet Pickled Meats
Armour's Vinegar Pickled Meats
Armour and Company, Hamilton, Ont.

PIGS FEET
Clark's Boneless Pig's Feet
W. Clark, Limited, Montreal.

PEELS
Citron Peel
Lemon Peel
Orange Peel
Wagstaffe, Limited, Hamilton, Ont.

PLUM PUDDING
Clark's English Plum Pudding
W. Clark, Limited, Montreal.
English Plum Pudding—
Tuxford & Nephews, Melton Mowbray, Eng.
Wagstaffe's Fine Old English Plum Pudding—
Wagstaffe, Limited, Hamilton, Ont.

POLISH MOPS
O'Cedar Polish Mop—
Channell Chemical Co., Toronto.

POPPING CORN
No-Vary Popping Corn
No-Vary Products Co., Grand Forks, N.D.

PORK AND BEANS
Clark's Pork and Beans
W. Clark, Limited, Montreal.
No-Vary Pork and Beans—
No-Vary Products Co., Toronto.
Simcoe Pork and Beans
Dominion Canners, Limited, Hamilton, Ont.

PORK CUTS
Swift's Pork Cuts—
Swift Canadian Company, Toronto.

POULTRY
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.

PRESERVES
E.D.S. Preserves—
E. D. Smith & Son, Winona, Ont.

PRUNES
No-Vary Evaporated Prunes
No-Vary Products Co., Grand Forks, N.D.

RAISINS
No Vary Raisins
No-Vary Products Co., Grand Forks, N.D.
Royal Shield Sultana Raisins
Campbell Bros. & Wilson, Winnipeg.

RASPBERRY VINEGAR
E D.S. Raspberry Vinegar
E. D. Smith & Son, Winona, Ont.
Lytle's Raspberry Vinegar—
T. A. Lytle Co., Toronto.
Wagstaffe's Raspberry Vinegar—
Wagstaffe, Limited, Hamilton, Ont.

RELISHES
Sterling Brand Club Relish
Sterling Brand Sweet Mustard Relish
T. A. Lytle Co., Toronto.

RICE
Mikado Brand Rice
Imperial Rice Milling Co., Vancouver, B.C.
Mount Royal Milling & Mfg. Co., Montreal.

RICE PRODUCTS
Mount Royal Milling & Mfg. Co., Montreal.

ROLLED OATS
Buckeye Rolled Oats
Monarch Rolled Oats
Victor Rolled Oats
Quaker Oats
Quaker Oats Company, Peterborough, Ont.
Tillson's Rolled Oats
Can. Cereal & Flour Mills Co., Toronto.
Monkland Rolled Oats—
James Wilson & Sons, Fergus, Ont.

SALAD DRESSING
Royal Salad Dressing
Royal Mayonnaise
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing
Macdonald-Chapman, Ltd., Winnipeg.

SALMON (Canned Salmon)
Armour and Company, Hamilton, Ont
Royal Shield Salmon
Campbell Bros. & Wilson, Winnipeg.

SALT
Purity Kitchen Salt
Purity Table Salt—
Western Salt Co., Courtright, Ont.
Sifto Table Salt
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.

SAUCES (Chili)
Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
Sterling Brand Chili Sauce—
T. A. Lytle Co., Toronto.

SAUCES (Thick)
E-P Epicurean Sauce—
Canada Sauce & Vinegar Co., Toronto.

SAUCES, TOBASCO
Royal Tobasco Sauce
Horton-Cato Co., Windsor, Ont.

SAUCES (Worcestershire)
Bowes Worcestershire Sauce—
The Bowes Co., Ltd., Toronto.
H. G. Worcestershire Sauce
Canada Sauce & Vinegar Co., Toronto.
Lytle's Worcestershire Sauce
T. A. Lytle Co., Toronto.

SANDWICH DAINTIES
Armour and Company, Hamilton, Ont.

SARDINES
Armour and Company, Hamilton, Ont.
Niobe Brand Sardines in Oil—
D. Hatton Co., Montreal.

SAUER KRAUT
Lytle's Sauer Kraut—
T. A. Lytle Co., Toronto.

SAUSAGES
Armour and Company, Hamilton, Ont.
Brookfield Brand Pork Sausages
Sunday Breakfast Pork Sausage
Swift Canadian Company, Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage
W. Clark, Limited, Montreal.
Rose Brand Pure Pork Sausage—
Matthews-Blackwell, Ltd., Toronto.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.

SCOURING POWDER
Polly Prim Cleaner—
The N. K. Fairbanks Company, Limited, Montreal.

SEALED FRUITS
Wagstaffe's Sealed Fruits—
Wagstaffe, Limited, Hamilton, Ont.

SHAVING STICKS
Royal Crown Shaving Sticks
Royal Crown Soaps, Ltd., Winnipeg.

SHOE POLISH
Nugget Shoe Polish
Nugget Polish Co., Toronto.
2 in 1 Shoe Polish
F. F. Dalley Co., Hamilton, Ont.

SHORTBREAD
McVitie & Price of Canada, Ltd. Montreal.

SHORTENING
Cotosuet Shortening
Jewel Compound Shortening—
Swift Canadian Company, Toronto.
Snowflake Brand Shortening
Matthews-Blackwell, Ltd., Toronto.

SILVER POLISH
Silvo Silver Polish—
Reckitt's (Oversea) Limited, Toronto.

SMOKED MEATS
Armour and Company, Hamilton Ont.

SODA
Royal Shield Soda—
Campbell Bros. & Wilson, Winnipeg.

SPAGHETTI
Catelli's Spinelli Brand Spaghetti
Catelli's L'Etoile Brand Spaghetti
The C. H. Catelli Co., Ltd., Montreal.
No-Vary Spaghetti—
No-Vary Products Co., Toronto.

SOAPS
Armour's Toilet Soaps—
Armour and Company, Hamilton, Ont.
Fairy Soap
Cocoa Soap
Glycerine Tar Soap
Pumno Soap
Sunny Monday Soap
Santa Claus Soap
The N. K. Fairbanks Co., Ltd., Montreal.
Wonderful Soap
Royal City Bar Soap
Peerless Bar Soap
Standard Cake Soap—
Guelph Soap Co., Guelph, Ont.
Cold Cream Toilet Soap
Matchless Bar Soap
Keenleyside Oil Co., London, Ont.
Sunlight Soap
Lifebuoy Health Soap
Lux
Lever Brothers, Limited, Toronto.
No-Vary Toilet Soap—
No-Vary Products Co., Toronto.
Sulphur Cream Glycerine Soap
Skin Food Glycerine Soap
Violet Glycerine Soap
Twin-Bar Glycerine Soap
Chateau Rose Glycerine Soap
Chateau Violet Glycerine Soap
White Cross Rose Glycerine Soap
White Cross Violet Glycerine Soap
White Cross Castile Soap
Le Chateau Castile Soap
Twin Bar Castile Soap
Richards Pure Laundry Soap
Richards Quick Naptha Laundry Soap
Richards Pure Tar Soap
Pure Castile Soap
Rose Castile Soap
Richards Pure Soap Co., Woodstock, Ont.
Royal Crown Naptha Soap
Royal Crown Electric Soap
Laundry Soap
Polishing Soap
Castile Soap
Mechanical Soap
Hand Soap, in tins
Nursery Soap
Shampoos
Witch Hazel Toilet Soap
Hard Water Toilet Soap—
Royal Crown Soaps, Ltd., Winnipeg.
Swift's White Laundry Soap
Swift's Toilet Soap—
Swift Canadian Company, Toronto.

SOAPS, LIQUID
Matchless Liquid Soap
Shamrock Liquid Soap—
Keenleyside Oil Co., London, Ont.
White Cross Liquid Soap
White Cross Liquid Shampoo—
Richards Pure Soap Co., Woodstock, Ont.
Liquid Toilet Soap—
Royal Crown Soaps, Ltd., Winnipeg.

SOAP CHIPS
Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Matchless Soap Chips (in barrels and bags)—
Keenleyside Oil Co., London, Ont.
Richard's Snow Flake Soap Chips—
Richards Pure Soap Co., Woodstock, Ont.
Laundry Soap Chips
Royal Crown Soaps, Limited, Winnipeg.
Soap Flakes
Royal Crown Soaps, Limited, Winnipeg.

SOAP POWDERS
Babbitt's "1776" Soap Powder
B. T. Babbitt Co., New York, N.Y.
Welcome Borax Soap Powder—
Lever Brothers, Limited, Toronto.

SOAPS, SURGICAL
Liquid Surgical Soap
Surgical Soft Soap—
Royal Crown Soaps, Ltd., Winnipeg.

SOAPS (Under Private Brands)
Laundry Soap (as used by C.P.R.)
Toilet Soap (as used by C.P.R.)

SOFT DRINKS
E. L. Drewry, Limited, Winnipeg.

SODA FOUNTAIN SUPPLIES
Bowes Fountain Fruits
Bowes Fountain Syrups
The Bowes Co., Toronto.
E. D. S. Crushed Fruits
E. D. S. Fountain Syrups
E. D. Smith & Son, Winona, Ont.
Lytle's Fountain Syrups—
T. A. Lytle Co., Toronto.
Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.
Wagstaffe's Soda Fountain Supplies—
Wagstaffe, Limited, Hamilton, Ont.

SPICES
Club House Spices
Forest City Spices—
Gorman, Eckert & Co., London, Ont.
No-Vary Spices—
No-Vary Products Co., Toronto.
Royal Shield Spices—
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Spices—
Laporte, Martin, Limitee, Montreal.
White Star Spices—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices—
White Swan Spices & Cereals, Ltd., Toronto.

SPIRIT VINEGAR
Primus Brand Spirit Vinegar—
L. Chanut, Fils & Cie, Montreal.
White Star Spirit Vinegar—
Macdonald-Chapman, Ltd., Winnipeg.

SPLIT PEAS
Can. Cereal & Flour Mills Co., Toronto.

STOVE POLISH
Black Knight Stove Polish
F. F. Dalley Co., Hamilton, Ont.
Gipsy Stove Polish
Hargreaves (Canada), Limited, Toronto.
Zebra Stove Polish—
Reckitt's (Over Sea) Limited, Toronto.

STANDARD REMEDIES
Dr. A. W. Chase's Kidney-Liver Pills
Dr. A. W. Chase's Syrup of L. & T.
Dr. A. W. Chase's Ointment
Dr. A. W. Chase's Nerve Food
Dr. A. W. Chase's Catarrh Powder
Dr. A. W. Chase's Liver Cure
Dr. A. W. Chase's Backache Powder—
Edmanson, Bates & Co., Toronto.
Mathieu's Cough Syrup
Mathieu's Nervine Powder—
J. L. Mathieu Co., Sherbrooke, Que.

Three Beans Make 3c. Profits Here's How to Do It

Open a can of Simcoe Beans (Chili Sauce Flavor) into a deep bowl, cover with a glass plate, place a fork on the plate.

Then—

When a customer enters your store, place three beans on a piece of cracker, let the customer taste them.

Plain, or with Tomato or Chili Sauce or Pork

Results—

A sale of Simcoe Beans—3c or more profits to you. Try it; your customers will appreciate the gift.

DOMINION CANNERS LIMITED

HAMILTON ∴ ∴ CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

STARCH, CORN
Benson's Corn Starch
Brantford Corn Starch
Canada Corn Starch
Challaugh Corn Starch-
The Canada Starch Co., Montreal.
Best Brand Corn Starch
Liberty Brand Corn Starch—
Corn Products Refining Co., New York.

STARCH, LAUNDRY
Silver Gloss Starch
Lily White Starch
Benson's Enamel Starch
Benson's Canada Laundry Starch
The Canada Starch Co., Montreal.
Best Brand Gloss Laundry Starch
Liberty Gloss Laundry Starch—
Corn Products Refining Co., New York.

SUGAR
B.C. Sugar Refining Co., Vancouver.
Dominion Crystal Granulated Sugar
Dominion Crystal Powdered Sugar
Dominion Crystal Icing Sugar
Dominion Crystal Loaf Sugar
The Dominion Sugar Co., Wallaceburg, Ont.
Lantic Sugar
Atlantic Sugar Refining Co., Montreal

SUGAR, RAW
H. R. Silver, Limited, Halifax, N.S.

SULPHUR
Royal Shield Sulphur—
Campbell Bros. & Wilson, Winnipeg.

SYRUPS
B.C. Sugar Refining Co., Vancouver, B.C.

SYRUP FRUITS
Aylmer Syrup Fruits—
Dominion Canners, Ltd., Hamilton, Ont.

TALLOW
Armour and Company, Hamilton, Ont.

TEA
Bulk Teas, all kinds
John Duncan & Co., Montreal.
Japan Tea
Shiznoka Ken Tea Guild, Montreal.
Minto Tea—
Minto Brothers, Toronto.
Primus Brand Tea—
L. Chaput, Fils & Cie, Montreal.
Red Rose Tea—
T. H. Estabrooks Co., Toronto.
Royal Shield Tea—
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Tea—
Laporte, Martin, Limitee, Montreal.
Thistle Brand Tea
Boquet Brand Tea—
Kearney Bros., Montreal.

TEA LEAD
Betts & Company, Limited, London, Eng.

TISSUE PAPER
The E. B. Eddy Co., Hull, Canada.

TOBACCO, CHEWING PLUG
King George's Navy Chewing Plug Tobacco
Bat Chewing Plug Tobacco
Baby Bat Chewing Plug Tobacco
Royal Crown Chewing Plug Tobacco
Long Tom Chewing Plug Tobacco
Maple Sugar Chewing Plug Tobacco—
Royal City Tobacco Co., Quebec, Que.
Stag Plug Chewing Tobacco
Black Watch Plug Chewing Tobacco
Imperial Tobacco Co., Montreal.

TOBACCO, CUT SMOKING
Master Mason Cut Smoking Tobacco
My Pal Cut Smoking Tobacco
Ottoman Cut Smoking Tobacco
Rose Quesnel Cut Smoking Tobacco
Long Tom Cut Smoking Tobacco
Bon Bourgeois Cut Smoking Tobacco
Petit Rouge Cut Smoking Tobacco—
Royal City Tobacco Co., Quebec, Que.

TOBACCO, SMOKING, PLUG
Master Mason Smoking Plug Tobacco
American Navy Smoking Plug Tobacco
M. F. Smoking Plug Tobacco
Polo Smoking Plug Tobacco
Virginia Smoking Plug Tobacco
Clay Pipe Smoking Plug Tobacco
B. B. Smoking Plug Tobacco—
Rock City Tobacco Co., Quebec, Que.
Shamrock Plug Smoking Tobacco
Old Virginia Plug Smoking Tobacco
Forest & Stream Cut Smoking Tobacco
Great West Cut Smoking Tobacco
Old Chum Cut Smoking Tobacco
Meerschaum Cut Smoking Tobacco
Repeater Cut Smoking Tobacco
Rex Cut Smoking Tobacco
Bull Durham Granulated Smoking Tobacco
Capstan Navy Cut Smoking Tobacco
Three Castles Cut Smoking Tobacco
Player's Navy Cut Smoking Tobacco
Imperial Tobacco Co., Montreal.

TOILET PAPER
Eddy's Toilet Paper—
The E. B. Eddy Co., Hull, Canada.

TOILET POWDER
Robin Toilet Powder—
Reckitt's (Over Sea) Limited, Toronto.

TOMATO CHUTNEY
Queen Quality Tomato Chutney—
Taylor & Pringle, Owen Sound, Ont

TOOTHPICKS
No-Vary Polished Toothpicks—
No-Vary Products Co., Grand Forks, N.D.

TUBS
Cane's Wooden Wash Tubs—
The Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Tubs—
The E. B. Eddy Co., Hull, Canada.

VEAL
Armour and Company, Hamilton, Ont.

VERMICELLI
Catelli's Vermicelli—
The C. H. Catelli Co., Limited, Montreal

WASHING POWDER
Gold Dust Washing Powder—
The N. K. Fairbanks Co., Ltd., Montreal.
Royal Crown Washing Powder—
Royal Crown Soaps, Ltd., Winnipeg.

WASHING SODA
Royal Crown Soaps, Ltd., Winnipeg.

WASHBOARDS
Cane's Original Solid Globe Washboard
Cane's Crown Washboard
Cane's Diamond King Washboard
Cane's Improved Globe Washboard
Cane's Neptune Washboard
Cane's Western King Washboard
Cane's All-Canadian Washboard—
The Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Washboards
Eddy's Zinc Washboards—
The E. B. Eddy Co., Hull, Canada.

WATER SOFTENER
Royal Crown Softo Water Softener—
Royal Crown Soaps, Ltd., Winnipeg.

WHITE BEANS
Can. Cereal & Flour Mills Co., Toronto.

WINES, FRUIT
E. L. Drewry, Ltd., Winnipeg.

WINES, NON-ALCOHOLIC
Red Seal Non-Alcoholic Wine—
Imperial Extract Co., Toronto.

WOOD BOARDS
Eddy's Box, Ticket and Other Woodboards—
The E. B. Eddy Co., Hull, Canada.

WRAPPING PAPER
The E. B. Eddy Co., Hull, Canada.

YEAST CAKES
White Star Yeast Cakes—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Yeast Cakes—
White Swan Spices & Cereals, Ltd., Toronto.

PURITY

The Table Salt most people buy

—the salt that is absolutely right in every particular; the salt that satisfies the most discriminating.

The ever-growing demand for "Purity" Salt is the surest evidence of its unequalled satisfaction-giving qualities. Its sterling purity is a mighty big asset in attracting repeat business to the dealer.

Our salt manufacturing plant is the most modern and up-to-date in Canada, equipped with the best machinery obtainable, and manned by men who are past masters in the art of salt-making. Hence it is that the quality of "Purity" Salt, whether for table or dairy use, is always dependable.

The sanitary cotton bags and handy, free-running packages are additional selling helps when featuring this Canadian-made leader. Order a supply of Purity Table Salt and see for yourself what a popular line it is.

"Purity"—the salt that lives up to its name.

The Western Salt Company, Limited
COURTRIGHT, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

A Few of the ROYAL SHIELD BRAND LINE

—the line of quick selling satisfaction givers

THE selling record established by Royal Shield Brand Goods is your surest guarantee of worth-while sales and better profits.

PURITY and excellence are nicely embodied in every Royal Shield Product, a purity and excellence that stands the test and invariably satisfies.

A ROYAL Shield display will attract attention and will pull results to convince you that this is a brand of goods worth pushing.

SEND in your order to us direct or to any of our branches. We guarantee prompt attention and satisfactory service.

Campbell Bros. & Wilson

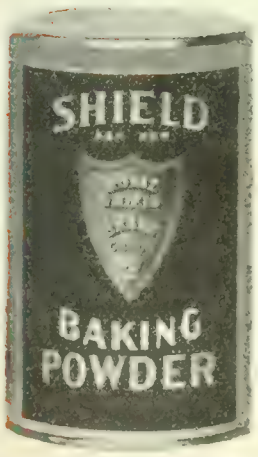
Limited

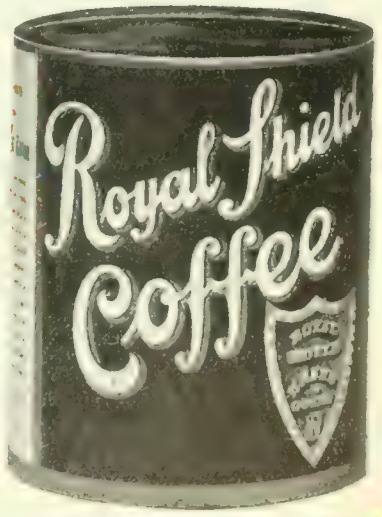
Wholesale Grocers and Importers and Packers of Royal Shield Brand of Goods

WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd. Calgary, Lethbridge, Edmonton, Red Deer.
Campbell, Wilson & Strathdee, Ltd. Regina, Swift Current.
Campbell, Wilson & Millar, Ltd. Saskatoon.





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We have specialized in

Tea and Coffee

for over 43 years
and our experience warrants us in pursuing the policy
of

Satisfaction Guaranteed OR **Return at Our Expense**

We are carrying over 200 grades of tea in store at present.

The special lines suitable for your trade are here.

Samples and Prices at your service.

Finest cup selections of Java, Mocha, Bogota, Maracaibo, Mexican, Santos, Jamaica, Rio.

Coffees

Fresh roasted daily.

KEARNEY BROS., LTD.

Established 1874

Tea Importers **Coffee Roasters**

33 St. Peter Street - - Montreal

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THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL - - - OCTOBER 27th, 1916

The Retail Grocer Our Friend

OUR aim is to give the retail grocer the best possible attention, in every sense of the word. During the forty-five years we have been in business we have striven to put in all our transactions the following essential elements, Service, Quality, Price, Delivery and Co-operation.

Service—that is our watchword

To give advance information on the future markets, either through the mails, the trade papers or by our boys on the road, has been one of our cherished ideals. Many of our customers have made money by making use of the information at the right moment.

Quality is the most important element in a business transaction. No matter how low the price, poor quality is dear at any price. We only offer goods that can be sold on their merit.

Prompt delivery is also a big item to you. Slow delivery means lost sales and often a permanent loss of a customer. We do our best to ship orders within the twenty-four hours and make deliveries at date promised.

As a seller of goods you know that some of your customers are governed in their purchases by the price. Still they want the quality, but at the lowest possible price. Our prices, based on a quick turnover can be made a little lower than others. It is a big satisfaction for you to know that you are selling to your customers at prices of which they will immediately approve.

Retailers have no trouble in selling goods bought from us, but advertising means quicker sales, a larger business and more profits. Therefore, we supply advertising matter upon request for all our special brands, in the form of letterheads, circular letters, blotting papers, etc., printing your own name on them. Our Promotion Department will also gladly furnish any information pertaining to the grocery business. If we haven't it, we will get it for you.

Laporte, Martin, Limitee

568 St. Paul St. MONTREAL

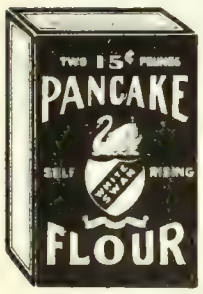
If any advertisement interests you, tear it out now and place with letters to be answered.

All Good Foods

All Fifteen Cents

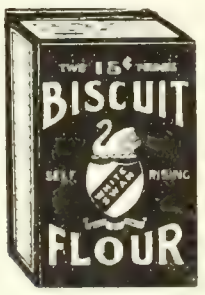
This is the illustrated part of a handsome show card reproduced by process in natural colors. It stands on an easel and is not too large, being just 17" x 22", and the Pancake package will be reproduced on the base, which also carries a few words of advertising.
Besides being artistic it has real selling value and is yours free of charge for the asking.

All of these lines packed 2 dozen to the case at $2.25 per dozen. Your profit 33⅓ on cost – 25% nett on sale.



PANCAKE FLOUR (Self-Rising). A perfect blending of wheat, corn and rice flour. Ready for instant use, and requires the addition of nothing to make the most delicious pancakes, muffins and gems, and they will be tasty, healthful and uniformly raised.

A healthful, nutritious food for all seasons.



BISCUIT FLOUR. A choice winter wheat flour. Self-Rising, containing definite percentages of seasoning and leavening, assuring absolute success in baking.

WHEAT FLAKES (Breakfast Porridge). The choicest product of selected Canadian white winter wheat, prepared under a special process which retains the full value of the whole wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfoctory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, Limited

Toronto, Ontario

SELL The New Temperance Beer

MALTUM

REGISTERED

An absolutely non-intoxicating beer containing all the refreshing and appetizing properties of ordinary ale and beer.

Other drinks you ought to stock for the cold weather:

RUM PUNCH CORDIAL
CHERRY BRANDY CORDIAL
GINGER BRANDY CORDIAL

Drinks taken with hot or cold water.

Temperance Ale, Sherry, Port Wine, Maltum Stout, Oyster Cocktails

(All Temperance Drinks.)

WRITE FOR FULL PRICE LIST AT ONCE TO

E. L. Drewry, Ltd., Winnipeg, Man.

Clark's

PREPARED PURE FOODS

CLARK'S

Food Delicacies are Canada's Best

Purity and quality are absolutely guaranteed and an extensive assortment is provided.

Write for our list in book form with coloured illustrations.

W. CLARK, LIMITED

MONTREAL
(Head Office)

ST. REMI, P.Q. HARROW, Ont.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, NOVEMBER 3rd, 1916 No. 43

OYSTER WEEK

November 6-11

If your material for window-trim and your books of recipes have not been received by Nov. 6th it is the result of irregularity somewhere, so kindly wire us, immediately, at our expense, and the material will be forwarded by the next mail. This, of course, is dependent on your being a customer of ours.

We must of necessity confine the supplying of this material to our own trade, but we are anxious that all of our patrons have the full benefit of it.

Put up your window-trim Nov. 6th without fail. You might to good advantage dress your window with food products that could be directly associated with the serving of oysters. This is an opportunity for a very attractive window. The benefit you derive will depend entirely on the effort you expend. If quality is adhered to it is an opportunity to add to the prestige you already enjoy.

You cannot expect to cheapen your oysters without cheapening your place. Get a price that will afford you putting oysters out in the best possible condition, and then do it.

Selling force is impossible without enthusiasm, and enthusiasm is the child of confidence. With the grade of stock we will ship you, you are entitled to a quality talk.

CONNECTICUT OYSTER CO., LTD.

"Canada's Exclusive Oyster House"

50 JARVIS STREET TORONTO, CANADA

Link your store with our advertising and direct the demand to you for

O-Cedar Polish

(MADE IN CANADA)

AND YOU WILL GET THEIR ORDER

Your customers use O-Cedar and they have to order from **some** dealer. Keep reminding them that you can supply them and **you** will supply this demand.

THIS STAND WILL REMIND THEM

every time they come into your store. It is a very handsome piece of store furniture, 45 inches high, 12¾ inches deep, and 25½ inches wide, and holds a good stock of O-Cedar.

IT IS GIVEN FREE

with one individual order for $100 (net) of O-Cedar Polish and Mops. Place your order with your jobber to-day and your sales will treble.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

Let us sell your goods to the people of the West

Through operating the largest and most progressive wholesale commission house in Canada, we have built up a connection with the Western Markets that means much to you in the successful marketing of your goods. Our men cover Western Canada like a blanket from Lake Superior right to the Pacific Coast. Don't underestimate this selling service. It's just what you want to put your goods firmly in the Western field.

Donald H. Bain Company

(Successors to Nicholson and Bain)

Wholesale Commission Agents

WINNIPEG, CAN.

The Most Direct and Cheapest Advertising of Your Store

To advertise your store it is not necessary to spend freely of your profits. No need to go beyond your present customers—they are satisfied to trade with you. The more they spend with you, the greater your profits. Teach them to spend more.

Announce Your "Specials" on the N.C.R. Receipts

Put in your store a modern National Cash Register. It will print automatically advertisements on the back of receipts or sales-slips.

Feature your "Special" in this direct-to-the-customer announcement. Just when she is in your store, wondering what else she needs, let her be reminded by your advertisement on the back of the N.C.R. Receipt.

Cost is little—a few cents for the electrotypes. "Circulation" will grow—just so fast as your custom grows.

Now is high time to instal the machine that gives an advertisement-receipt as an *incidental* part of its service.

This is but part of the service rendered by the N.C.R. system. Let us tell you the rest. Write to-day.

THE NATIONAL CASH REGISTER COMPANY OF CANADA, LIMITED

Christie Street
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

COX'S
INSTANT POWDERED GELATINE
SOLD TO THE PUBLIC IN PACKETS ONLY.
J. & G. Cox
Gelatine Works Gorgie Mills, Edinburgh, Scotland

GROWTH

is a matter of merit and service

The sales of Cox's Gelatine never stand still. Their unqualified goodness and world-wide reputation are building big business for thousands of grocers. But more particularly during the winter months, when social events call for dainty, unusual desserts.

Get them on display prominently in your store. Get their reputation, their quality, their goodness, working behind your sales. Write your nearest wholesaler to-day for particulars and supplies.

Arthur P. Tippet & Company

Montreal

Winnipeg: Tees & Persee, Ltd. **Vancouver: Martin & Robertson, Ltd.**

Introduce your customers to

Bowes Extra Special Mince Meat

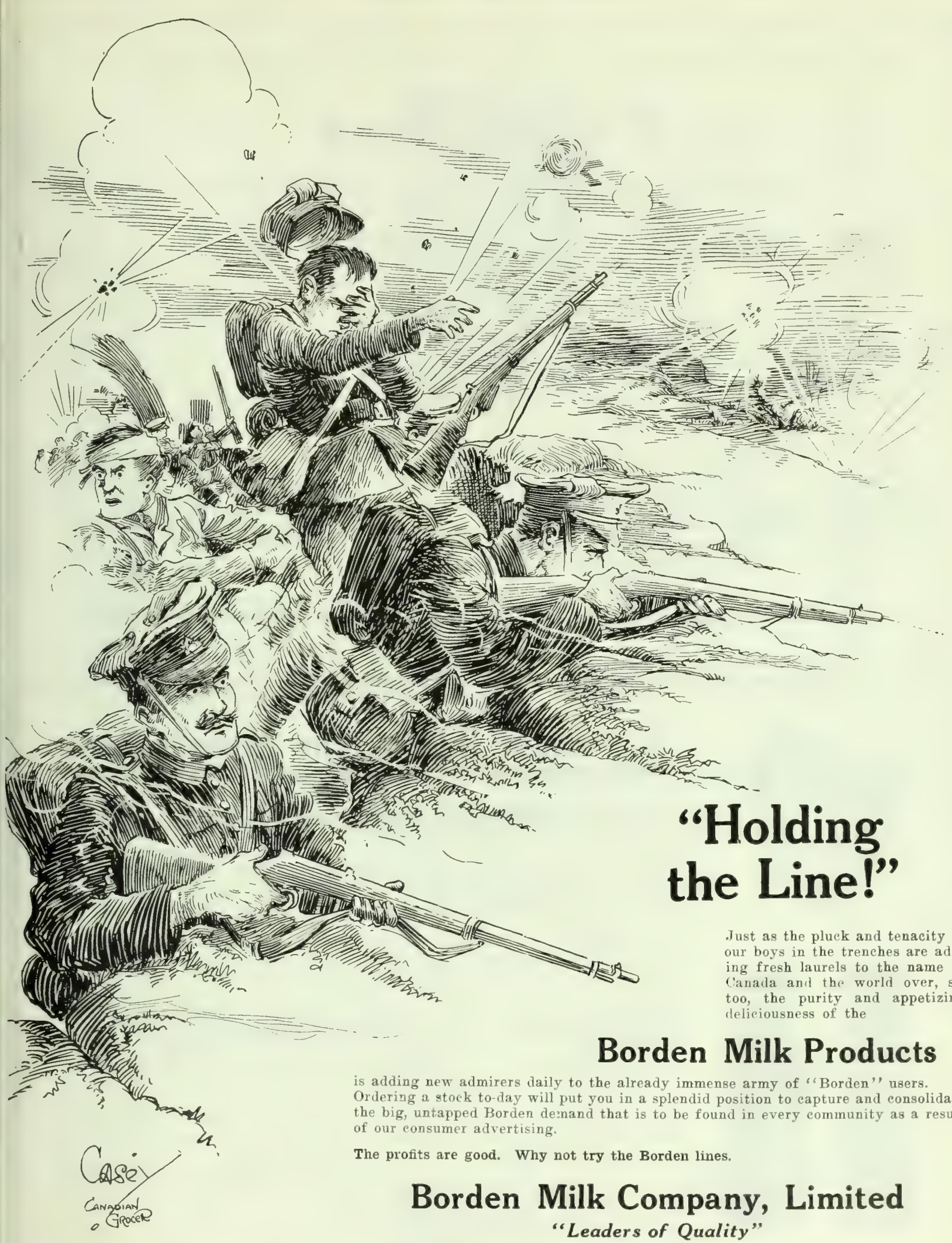
The more particular, the more hard-to-please a customer is the more pleased she'll be with the pure, wholesome, appetizing qualities of this delicious mince meat.
The careful selection and the scientific blending of the choicest materials have produced in Bowes' Extra Special Mince Meat a degree of palatable wholesomeness that is irresistible.

It's a sure repeater, a dependable profit builder. Try it!

The Bowes Company, Limited

72-74-76 Front St. E., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



"Holding the Line!"

Just as the pluck and tenacity of our boys in the trenches are adding fresh laurels to the name of Canada and the world over, so, too, the purity and appetizing deliciousness of the

Borden Milk Products

is adding new admirers daily to the already immense army of "Borden" users. Ordering a stock to-day will put you in a splendid position to capture and consolidate the big, untapped Borden demand that is to be found in every community as a result of our consumer advertising.

The profits are good. Why not try the Borden lines.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF $500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

A straight talk to the manufacturer

Quality demands Quality

If after spending money and thought in bringing your product to the highest standard of quality you allow that quality to be jeopardized through insecure seals, then all your efforts will have been in vain.

The consumer is coming to realize more and more the importance of reliable seals on bottled goods. They know very well that a secure seal is usually an indication of dependable quality.

Therefore, it will pay you to have the most reliable seal of all—the *ANCHOR CAP*—fitted to your containers. Aside altogether from the added attractiveness this seal gives to a line of bottled goods the all-important point is its positive security.

Anchor Caps are airtight—absolutely—they will not come off in shipment and under them your goods reach the consumer in the same condition they left your factory.

It will pay you to investigate. Ask for our catalog and price list.

ANCHOR CAP AND CLOSURE CORPORATION OF CANADA, Limited

Sudbury Street West, Foot of Dovercourt Road **TORONTO, CANADA**

If any advertisement interests you, tear it out now and place with letters to be answered.

Clark's Spaghetti

with Tomato Sauce and Cheese

is one of the most popular dishes with the

CANADIAN PUBLIC

To-day

Get right in line for your share of the trade and

STOCK NOW

W. CLARK, LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask Your Wholesaler for

PURITY OATS

Made in Canada

A Valuable Sales Hint

High Grade Alberta Oats perfectly milled by our Improved Scotch Process imparts to Purity Oats the rich, nutlike flavor the consumer demands.

Do not risk being short. Order now through your jobber.

Attention is attracted by the splendid looking round blue tube.

Interest is aroused by our improved **Scotch process**, which imparts the rich nutlike flavor of high-grade oats perfectly milled.

Desire is stimulated by the promise of a treat in store and which is always forthcoming.

Action is assured by the attractive PURITY premiums—there's a coupon in every package.

The Purity Kid

Western Canada Flour Mills Co., Limited

Millers of Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

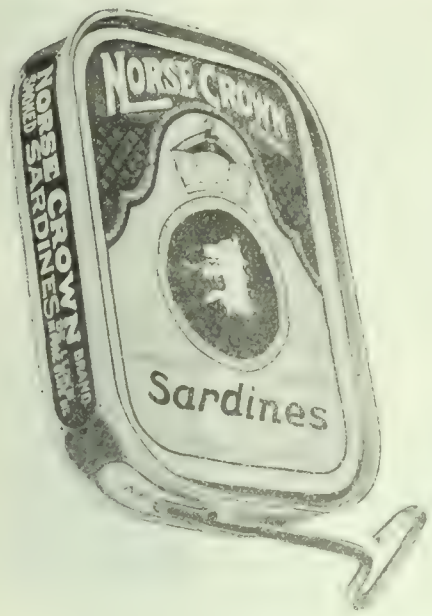
You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only $10.00—the price of the Encyclopedia, delivered to you.

Copies can be obtained from THE CANADIAN GROCER, Toronto, Canada.

The Oversea Export Co., Limited
NORWAY

NORWEGIAN SARDINES, in Pure Olive Oil



The *"Norse Crown"* Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a *"Norse Crown"* tin is literally hand-picked and represents a perfect fish as to size and condition.

Special Brands to suit Individual Buyers.

Place your orders now for early Fall shipments. Full particulars and prices from the Sole Agents.

Stewart Menzies & Co. - 70 Lombard Street, Toronto

"Xmas Brand" Roasted and Salted Peanuts

Shelled, skinned, roasted and salted by us, these delicious peanuts come to you packed in an eye-catching carton for effective counter display.

The packages, which retail at 5c, are neat and attractive looking, just the kind of goods that pull quick, profitable sales.

Give them a trial. You will find them the best selling peanut line on the market.

WALTER CHRISTMAS CO., Limited
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Malcolm Milk Products are satisfying new customers every day

satisfying them in a way that is a mighty sure guarantee of a continuance of their patronage not only in this but along other lines as well. Malcolm Milk Products will consolidate old trade and turn first sales into steady repeat orders.

THE Malcolm lines are strictly Canadian-made, a product of Canadian Capital and Canadian Labor. So that in pushing the Malcolm Milk Products you not only add to your own profits and prestige, but you are doing "Your Bit" towards building up Canadian industry.

PROVE the selling qualities of these leaders. Send to-day for a trial supply and note results of a Malcolm window trim.

THE NEW PRICES.

Owing to an error in last two issues, the prices were wrong. The following new prices took effect Nov. 1, 1916:

St. George Evaporated Milk, family size, 4 doz. case	$4.10
St. George Evaporated Milk, hotel size, 4 doz. case	4.55
Banner Condensed Milk, 4 doz. case	6.50
Princess Condensed Milk, 4 doz. case	5.60
St. George Brand Coffee, 2 doz. case	5.00

We deliver 5 case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

The Malcolm Condensing Co., Ltd., St. George, Ont.

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem than

Windsor Table Salt
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

"It's not so much how much you pay, as what you get for what you pay." That's why it pays to buy

GIPSY
Stove Gloss.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. E. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

A Reminder from the Old Country
Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

You will increase your sales and profits by featuring Babbitt's

The well-known cleanser. When you sell your customer a package of Babbitt's for 5 cents you are giving her **the biggest value obtainable for the money.**

Repeat sales are always certain where Babbitt's is concerned. We give premiums for the trade-marks. Try what a Babbitt display will do for you. Stock up to-day.

Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

WANTED
10,000 BAGS Delaware
POTATOES
Delivery one third each month
January, Feb'y, March, 1917.
FRED J. WHITE
Fruit and Vegetable Broker
TORONTO ONTARIO

FEATURE FOR THE TRENCHES
G. Washington's Refined Coffee
Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East, Winnipeg

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Victoria, B.C.
Reputation gained by long years of vigorous, conscientious and successful work.
Thomas C. Irving, General Manager Western Canada
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Why You Should Feature KING GEORGE'S NAVY

Keep in with the men

It's a mighty good tip, Mr. Grocer. The good-will of the menfolk is worth much to every grocer and this good-will can be surely obtained and retained by selling the Men's favorite chewing tobacco—

KING GEORGE'S NAVY.

And the profits arising from the sales of this popular chew makes it particularly worth while.

Try it. Repeat sales are the rule.

A sample order should prove its merit to your satisfaction.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Any Grocer handling Japan Tea will tell you that it is always a dependable selling line, a favorite with the most discriminating tea user.

This is proof, if proof were needed, that it pays to push advertised quality. Our widespread consumer advertising, backed up by its own delicious goodness is constantly adding new admirers of this pure product of old Japan.

Build your tea business on the solid foundation of quality and value. Order a supply of Japan Tea to-day and recommend it to the hard-to-please housewife.

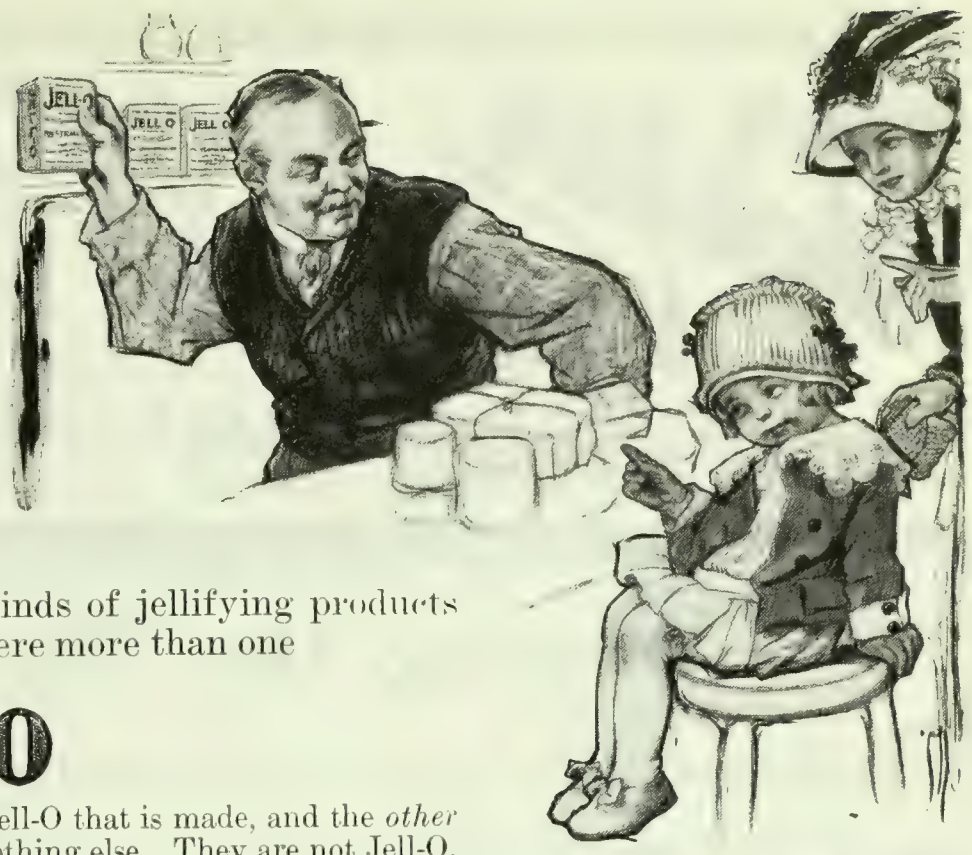
Japan Tea pleases particular people.

JAPAN TEA
Fresh from the land of cherry-blossoms, packed and exported under the control of the Japan Tea Growers' Association which guarantees its purity and quality, Japan Tea reaches you in all its unadulterated strength, delicacy of flavor and delightful aroma.
ON SALE AT ALL GROCERS
The Japanese Government prohibits adulteration and coloring of Tea

One of the ads in our consumer advertising campaign.

If any advertisement interests you, tear it out now and place with letters to be answered.

That's it, of Course



"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one

JELL-O

The Genesee Pure Food Co. makes all the Jell-O that is made, and the *other kinds,* made by Tom, Dick and Harry, are something else. They are not Jell-O.

You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

THE GENESEE PURE FOOD COMPANY, Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Made in Canada

A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray.*

Do you need a business stimulator? Try eggs according to the *Star System.* We'll tell you how.

Write us.

Star Egg Carrier & Tray Mfg. Co.
Jay Street Rochester, N. Y.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON. - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

That Particular Housewife

will find the quality of **Tartan Brand Products** so unusually satisfying that her future patronage is assured you once you sell her any of these superior lines.

Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., will give every customer of yours a satisfaction that means extra dollars in your cash drawer.

We carry on a big mail business and give perfect service and prompt delivery to every customer.

Tell us your requirements. We have a very special line of **Fancy Groceries, Foreign and Domestic.**

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

WHICH?

Which tea demand are you catering to—the demand that's based solely on quality, or that created almost entirely by expensive consumer advertising?

MINTO TEA is not advertised to the consumers, yet its popularity is ever increasing.

The reason—

QUALITY

Draw your customers' attention to the fact that in every package of Minto Tea there is contained the exact amount of money it would take to advertise it to the consumer.

MINTO is a repeater, a real profit producer.

MINTO BROTHERS, 284 Church Street, TORONTO

ST. LAWRENCE

CRYSTAL DIAMOND LUMP SUGAR . . .

The Daintiest Sugar on the Market

Every Lump the Same Even Size

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

There is only one refrigerator

to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910, 1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Tho above is a photograph of the new Colman and Keen Show Cards. They are the last word in colored lithography, each package being reproduced in facsimile.

They will help to make Colman's and Keen's goods asked for everywhere by everyone.

CANADIAN AGENTS:

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

The Store That is Always Tidy

"I like Mr. ——'s store" said a well-to-do woman with a big family to buy for, "because it's always tidy."

No matter how particular you are the store can't be always tidy if you do up sugar and other staples. Stuff will be spilled, requiring frequent sweepings.

Lantic Sugar

in original packages, with other goods which should rightfully be sold this way, make a store that is always attractive to the best kind of trade.

2 and 5-lb. cartons; 10, 20 and 100-lb. bags.

Atlantic Sugar Refineries, Limited

ST. JOHN, N.B.
MONTREAL, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, NOVEMBER 3, 1916 No. 44

The Four Telephone Business Getting Battery of E. J. Quinn, Westmount, Montreal, in action.

Building Business by 'Phone

Systematic Development of Prospects for Seasonable business in the Grocery Trade Produces Permanent Business in General Lines — Tripling the Range of Retail Store Service by Telephone

THE illustration on this page shows two good customers arriving in a busy grocer's store on a stormy morning. The customers are warm and dry and comfortable and in the best of moods to do their buying. The two salesmen, you see, are rapidly taking the orders.

"But," you say, "There are only two people pictured—the salesmen at the telephones."

Certainly, but the customers are there. They are reaching their favorite corner grocery store by telephone. The weather may be stormy but they are warm and dry and comfortable. Their time to do business may be short but they are doing their buying swiftly, and satisfactorily. They are the store's best customers, well to do residents of the district who can afford to have telephones in their homes. Is not that sort of business worth cultivating? It is being cultivated by the best business builders in the grocery trade all over Canada to-day. The telephone, as indicated in the article in the fall number of CANADIAN GROCER, which you no doubt read, has come to be an important factor in retail business in residential districts as well as in the great down-town stores.

Important and on the grow as this branch of retail business is at present, there is still room for greater development, and how to develop telephone business, and so increase the store's turnover by ten, twenty or thirty-three and a third per cent. as may be actually done is a subject of study by up-to-date grocers in Canada's principal cities at present.

One excellent way, and a method not

widely practised as yet is the systematic cultivation of telephone business by direct telephone salesmanship along regular and systematically laid out lines.

A retailer who has developed a telephone business that is the envy of his rivals did it simply by system. He began by securing the best he could in telephone service to his store, that is, he had a couple of telephones installed. One line he used at certain times of the day solely for out-going business. He made a study of his field of business and listed carefully the names of his customers, and of many good prospective customers. With the aid of an assistant who has a pleasant voice and a manner of address towards customers this business man set himself deliberately to enlarge his business.

Whenever he had secured a specially good line of seasonable goods, he made a point of calling up prospective customers as well as his own regular customers, telling them about the quality of the goods and their price. His own direct talk and the persuasive powers of his chosen telephone salesman achieved gradually growing success. Sometimes sales did not immediately result, but many indirect sales were actually traced to the opening of business relations through the telephone approach previously. Many direct orders for the goods thus **advertised** by telephone were given, and with the orders often came enquiries for other supplies.

In securing successful business of this kind the personality of proprietor and salesman count considerably. There must not be the slightest chance of the prospective customer's taking offence at being offered goods worth having at a price that encourages purchase. The salesman by telephone must have quick perceptions, ready to detect by tone of voice the circumstances attending the customer at a distance. A little tact and common sense help immensely. Frankness and directness in making the approach save time and avoid much trouble. That courtesy counts above everything goes without saying. Store service, store courtesy, the evident desire to oblige, these qualities go inseparably with every campaign to upbuild telephone business.

The telephone is the doorway to the store for far-away or busy customers, and for customers in stormy weather. See that the store door swings on easy hinges, and is not locked, bolted and barred against incoming business by the phrase "Line Busy" too often chanted by the lady at Central. That means that if a store is after telephone business two or three 'phones are required to make the business extensive. One 'phone is all right for a small store in a small way of business. Two will do three times the work, and give six times the satisfaction to both store and customers. Big stores building up a considerable telephone business use many lines of telephone communication. Ten telephones are not at all an uncommon number in residential districts of great cities. The illustration shows four lines, two of them in use. In a battery of telephones used in retail business it pays to have one line devoted to outgoing business exclusively during the time that the management is going after new telephone business by the system of calling up prospects regularly. As the business grows new lines can be installed.

In wet weather the telephone approach to customers can be tried with certainty, and nearly always with success. Many customers miss the satisfaction of going out shopping, and the bringing of the store right to their doors by the telephone and powers of a good salesman is appreciated. Backed up by a good system of delivery, and willingness expressed freely to take back the goods if they don't please at sight, telephonic approach to new customers can be made absolutely the most inexpensive business builder ever tried. When sales seem to be falling off, customers dropping into competitors' stores the telephone comes to the rescue to revive things, because it's ten to one that the reason for the falling sales is the persistence of some competitor in cultivating this line of business getting.

In Collecting Also

It is possible also to make good use of the telephone in collecting accounts that have run behind a little, and the direct approach by 'phone of the store management is better than the call of a collector at the door of the customer. Only a reminder pleasantly worded over the wire will often work better than even a personal letter in making collections.

Accounts that need reviving can be revived by 'phone, and it often pays a store proprietor to ring up a good customer asking how a special line supplied pleased, with the hint that a word of recommendation amongst friends would be appreciated. When building up new business by 'phone the recommendation of friends is valuable, and the advice of a kindly disposed customer as to who might be profitably called up gives a good approach which almost invariably leads to excellent business.

Should Oleo-Margarine Be Sold?

The Butter Situation is so Serious That the Trade is Very Much Interested in the Idea of Providing Relief by Securing Right to Sell Substitute — Opinions From all Angles.

WITH the climbing prices in all lines of foodstuffs, the not unnatural tendency is to seek for some loophole of escape; to find some way of importing articles so that they may be sold at a more reasonable figure, or failing this to find some substitute for commodities that in the present day household economy have become almost necessities. Among the articles of most universal daily need, butter takes a very prominent place. Butter is now selling at a very high figure, with no indication of any relief in sight. In fact, with foreign markets holding uniformly firm and with the Canadian supply already heavily depleted owing to unusually large exportation, there is every reason to believe that butter will reach a higher mark than has been attained on the Canadian market up to the present.

This fact has led to a growing feeling that something should be done to alleviate the situation as much as possible, and from this feeling has sprung a more or less general agitation in favor of the introduction of Oleo-Margarine in the Canadian market.

A Substitute for Butter.

Oleo-Margarine or Butterine, as it is pointed out by those favoring the scheme, has already an extensive sale in Great Britain and also in the United States, where it is sold under the exacting condition of the Pure Food Law. There seems no question that Oleo-Margarine is a perfectly pure food product, and though possibly not having quite the food value of butter, it is composed of ingredients that are both healthful and nutritious.

The principle constituents of the commodity are beef steerine, cotton-seed oil and butter fat. Whereas butter is made exclusively of butter fat.

At Present Prohibited.

It is urged, therefore, that Oleo-Margarine would be of considerable advan-

tage to the Canadian public, and there is little doubt that it would be stocked by both wholesaler and retailer were it not for the fact that the Canadian statute books carry a law prohibiting its manufacture and sale within the Dominion. The law has been in force a considerable number of years, and was introduced at the wish of the Canadian dairy interests, that probably at the time of its inception needed protection. With a view to discerning whether the condition still existed, and whether the law could be repealed without disorganizing to a too great extent the established production and trade in butter, THE CANADIAN GROCER discussed the matter with a number of wholesale produce merchants and retailers. The consensus of opinion seemed to be that the introduction of Oleo-Margarine would at least, in a measure, alleviate the present conditions and enable the poorer classes to reduce the high cost of living to that extent.

Would Not Disturb Present Business.

Mr. McLean, of the Bowes Company, favored the introduction of the commodity. The wholesale produce men would be the natural handlers, he said, and it would be their business that would be most effected. He did not, however, fear the condition. The demand for butter was such that no matter what measures were taken to relieve the situation it was bound to be scarce. One reason for this was the exceptionally large export trade this year.

The English market had taken this year nearly three times as much as during the previous year. Then, too, though butter production had been very good during the spring and early summer, the excessively hot weather of the later months had curtailed it in a marked degree, so there was no margin of production to allow for this advance in exportation. Unquestionably, according to Mr. McLean, it would in a measure help the situation without any really detrimental effects, if it were imported under a light tariff for, say, the duration of the war.

Under present conditions its introduction would not greatly change the butter situation, while it would provide a satisfactory substitute for those whose means were not equal to purchasing butter. In the summer time, of course, it might have an effect, but he thought that conditions would regulate themselves. In the summer months butter could be made about as cheaply as Oleo-Margarine and there would be no inducement to exploit it.

Does the Public Want It?

The difficulty in the introduction of the commodity, according to Mr. McLean, lay in the fact that the public might refuse to use it, as it would, of course, have to be sold under a special label. Though the fact that it would sell 6 to 10c. a pound cheaper would probably be an inducement. There might be inducements to deteriorate the product by using inferior vegetable oils. This was not so of butter, for butter could only be made of butter fat, and naturally any manufacturer would put up the best product possible from the ingredients he had to use.

On the Verge of Famine.

Mr. Clemes, of Gunns Ltd., could see no likelihood of any change for the better in the butter situation. He could sell butter now more advantageously in England than he could in the City of Toronto. The general situation, according to Mr. Clemes, not only in the produce line, but in all lines of food products, as far as he could judge, were far more serious than many people understood. 'We are nearer to famine,'' he said, ''than we have ever been in the history of this country.'' It might be possible to make conditions easier by putting an embargo on the exportation of foodstuffs, but this was a measure any Canadian would hesitate to suggest. What would be the use of sending soldiers to fight for the Mother Country if we refused to share our food products with them? It had become essential, he thought, to do everything that showed a likelihood of benefiting the consumer. The law against Oleo-Margarine had been framed in the interest of the farmer. Why should the farmer always get the advantage? he asked. Why not give the poor man a chance? Besides, the farmer would not suffer under present conditions. A good proportion of the farmers were having to buy their butter anyway, and would, he thought, favor the introduction of a substitute, at least during war time.

That the introduction of Oleo-Margarine would be an advantage temporarily at least Mr. Marshall, of Rutherford, Marshall & Co., was sure. Certainly something needed to be done to relieve the butter situation. It was impossible to expect a change under conditions as they stood. Russia, who had been a large exporter of butter to England, had placed an export embargo upon it. So England naturally had to look to the Canadian market. He did not expect a different condition next year. The shortage of feed, owing to the hot summer, had led to a decrease both in egg and butter production, and a great many farmers had been unable to winter their cattle and hens, so conditions next summer could hardly improve.

Remove Tariff on American Butter.

Failing the introduction of Oleo-Margarine, Mr. Marshall thought that something might be done by removing the tariff against American butter. Butter was at present selling in New York for 36-37c., and in Chicago from 34-36c. That would mean with the duty removed a selling price ten cents per pound lower than at present.

The Retail Viewpoint.

Retail merchants were prone to question whether there would be a sale for Oleo-Margarine once introduced. Mr. Medland, of the T. J. Medland Company, King Street, Toronto, thought it should be given a trial at least, though he was inclined to doubt that it would find a ready sale, even among poor people for a time at least. He instanced the difficulty he had noticed in selling shortening, another cottonseed oil product when it was first introduced. He didn't see why any grocer should object to selling it, and it seemed unjust that a man could not buy a cheaper article to take the place of butter if he so desired.

Mr. Nettleton, Queen St. East, Toronto, would gladly handle it himself if it were introduced. He thought that the difference in price would mean a considerable inducement.

An Adverse Opinion.

Mr. Simpson, of the F. Simpson & Sons, Yonge Street, Toronto, was rather of a contrary opinion. He was inclined to think that the advantage in price would go to the handlers rather than the consumer, and that it was a commodity that would tend to foster unscrupulous selling methods. He pointed out that, the farm-

(Continued on page 28.)

SOME OPINIONS IN BRIEF.

"The Canadian public does not realize how close we are to famine. Never in the history of Canada have we come so close to facing famine conditions, and anything that can be done to alleviate these conditions in any way should be done. Let us give the poor man a chance."

—Mr. Clemes, Gunns Ltd.

"There are certainly advantages to the introduction of Oleo-Margarine. It is a good, saleable product and only an expert could tell the difference between it and butter. I think it might be advantageously admitted free of duty, at least during the days of the war."

—Mr. McLean, The Bowes Co.

"Why not introduce butter from the United States duty free for the duration of the war? This would mean a great saving."

—Mr. Marshall, Rutherford, Marshall Co.

CANADIAN GROCER.

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—
Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.
Cleveland—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, NOVEMBER 3, 1916** **No. 44**

OLEO-MARGARINE threatens to become an issue.

* * *

IF PAPER keeps on going higher it will be necessary to find some substitute for wrapping purposes!

* * *

SHOPPING by telephone is becoming more and more a habit with the city woman. Grocers must recognize this.

* * *

SIX HOURS a day is now suggested as a possibility in some industrial plants. It seems too bad to cut into a day like that.

* * *

SOME complaints are heard about the advance in food prices in Canada. In Germany or Austria they must be jealous of the comparative stability of our prices.

* * *

IT IS not difficult to live cheaply—if you like thin soups and bread without butter and mush and such like. But, if one insists on eating the most expensive foods, why blame the grocer for the high cost of living?

THE QUESTION OF OLEO-MARGARINE

THE question of the sale of oleo-margarine in Canada is being discussed seriously in the trade, as shown in the article on another page. There are at least two good reasons why the introduction of this substitute for butter might prove advantageous to the public, at least. At present there is a serious scarcity of butter and every indication that the shortage may develop almost into a famine. Great Britain depends upon Canada for a large supply of dairy products and it is one of the duties imposed upon us by the war to relieve the food problems of the Mother Country as far as lies in our power. Oleo-margarine is sold in Great Britain very extensively and also in the United States. Its introduction on the Canadian market would probably relieve the scarcity and make it possible to export butter in larger quantities to Britain. That is reason number one. The second is perhaps a more pressing one. To-day butter is reaching almost a prohibitive price for the poor family. It has become so expensive an item that many families must be going without it. Certainly, if the usual percentage of increase is added this winter there will be plenty of families in Canada eating dry bread. Under the circumstances, the introduction of oleo-margarine would provide a substitute more within the means of poorer families.

There are objections, of course. The prohibition of the substitute was effected some years ago, largely for the purpose of providing protection for the dairy interests. It does not seem that this need could exist now, but there is the period after the war to be considered, and, once allowed in again, it might be difficult to exclude oleo-margarine again later, if conditions demanded it. This objection need not weigh so far as the grocery trade is concerned. The farmer is in a position to look after himself, and it is possible that, in view of present conditions, he would not object to the sale of the substitute.

A more real objection is the danger of pernicious sales methods creeping in. There might be a tendency in unscrupulous quarters to sell the substitute as the genuine article. If anything of this kind were done it would throw a degree of suspicion on the whole trade and in the long run would create con-

ditions which the grocer would find against his best interests.

Certainly, however, it is a point that will bear discussion. It should be considered very carefully in the grocery trade and, if then deemed advisable, steps should be taken to lay the facts before the Government.

THE WIDENING FIELD OF THE GROCERY STORE

THE day of the grocery that confined itself to the staple articles of food, is a waning day. More and more the wide awake grocer is looking for new avenues of trade to the present untapped. Out of the idea of the departmental store has grown the idea of the departmental grocery. To-day if you desire fruit and vegetables you go, not to the market, but to the grocer, if you need a bottle of ink or mucilage your grocer will supply you. Father can buy his favorite cigar and mother can purchase paint for the kitchen floor. Other needs are developing daily and daily the grocer's variety grows. Partly because there is profit in all these lines—and partly because with a better class of store is developing a better conception of service. Everything the householder or housekeeper needs. This is the way the grocery is tending. Who knows what may be the next addition to the grocer's wares.

CIVILITY AS A BUSINESS ASSET

IT is only a decade or two ago that Jay Gould, the railroad magnate, stated the business standards of his time in the well-known phrase, "The Public Be Damned." It was not a word used in anger, merely a statement of policy. It was followed out in the railways of the Gould system. It was followed out on other railways. With what result? As one writer on the subject states: "Every woman who was insulted by an underling railway employee went home and taught her children to fear God and hate a railroad." These children growing up into manhood did not forget the lesson, and out of this feeling grew the mass of anti-railroad legislation of recent years. Even trifles will cause a prejudice and prejudice is no trifle. It has cost American railroads twenty years' labor and millions of dollars to, in a measure, eradicate a feeling that common courtesy would have smothered in its infancy. More and more great corporations are realizing this. The management of one large chain of stores, outlines the policy of the business in the phrase, "The public is always right." This is the extreme in the other direction. The idea is that it is better to lose money by the mistakes of a customer, than to lose the good opinion of a customer, through lack of consideration or civility on the part of the store.

Some large corporations are going even farther to catch the kindly feeling of their patrons. One large insurance company sends a small gift with greetings to all its members on their birthdays. It's a small courtesy, but it amuses and warms the heart, even when one smiles at the knowledge that it is only office routine. It is office routine backed by courtesy—and courtesy has wonderful potentialities in the way of business-getting and holiday.

A clerk who answers a customer sharply may leave an impression that months of careful, costly advertising could not eradicate. The rude retort of a delivery boy, even under provocation, may do you inestimable harm. It's a sad fact but more people will pay attention to a knock than to a boost. The days of business civility are here. The days when the telephone girl would give you back as good as you gave are passed. If you are abusive you will have to explain to one of the heads. Employees are not permitted to meet incivility with incivility—Incivility is too costly. Civility the best business asset.

THE LOW COST OF LIVING

ONE hears so much nowadays about the High Cost of Living that it is a distinct relief to hear the faint echo of a discussion on what might be termed the Possible Low Cost of Living. For instance, we find the Toronto *Mail and Empire* discussing the fact that the Governor of the Guelph jail has fed his guests during the past year at a cost per head of 11¼ cents a day. But the worthy governor has little chance to puff out his chest at this rather remarkable achievement for along comes the Kent county jail governor with figures that show that he has done it on 10¼ cents. To the harassed householder this may be cheerful news; but, then, the prisoners have not had any chance to make their report. It might be interesting to get the opinion of the man who has been fed at the cost of 10¼ cents a day. It is doubtful if he would be very enthusiastic on the score of the low cost of living; he might, in fact, clamor for the class of food that makes living high.

People can live cheaply nowadays—no doubt about that. It would entail, of course, a recurrence of cabbage soup and the frequent appearance of cornmeal mush and the total absence of such aristocratic items as butter and eggs. But it could be done just as it has been in the stone-walled haunts of Wellington and Kent County delinquents.

The only thing that keeps living high is the refusal of the public to live low. Instead of recognizing this, people take it out in lavishing blame on the grocer and the shadowy but menacing "middleman." They do not recognize that the biggest factor in the advance of living costs is pampered palates.

Baking Powders Will Advance

All Materials Are Going up and the Makers Now Claim That There is no Profit in the Line—The Question of Supplying Labels is Being Considered.

THERE is a very strong likelihood that baking powder will be next among the long list of commodities whose prices have been soaring upward.

According to the wholesalers baking powder has for along time ceased to be one of the commodities on which to figure a profit. This is partially due to the methods of selling. Big buyers have been accustomed to have a special label on baking powder bearing their own name. These labels were, of course, supplied by the manufacturer who stocked them, more or less, heavily. This was all right as long as he controlled that particular man's trade. But when a competitive company was, by a slight cut in price, enabled to slip in, the situation was changed. He also probably supplied labels. Thus there were two firms stocked with an expensive supply of labels, with only one man's trade on which to dispose of them. Naturally in their efforts to unload these labels a lively little trade war would ensue, very disastrous to the manufacturer's profits, and very advantageous to the buyers.

Now it is stated this conditon is to be changed. Whether the label system is abolished or not remains to be seen, but certainly, according to reports, baking powder will go up.

Materials Advancing.

All the commodities that go into the products of the cheaper grades of baking powder, known as phosphate baking powders, have advanced. Only a few days ago there was announced a 25% increase in starch, which is the principle filler in this class of baking powder. The reason given for this advance, was the increased cost of manufacture. Coal is materially higher, labor is higher, and every department in the manufacture of starch has shown an increase in overhead charges.

Now this, according to the authorities does not take into account the advance in the price of corn, of which corn starch is made. Manufacturers were heavily stocked for a time and an increase was not necessary.

Now another cent a pound increase is hinted at and this, with corn at the highest point it has reached in 50 years. In fact there is a little era of advance in everything that goes into or on a baking powder tin. Starting from the outside and working in it might be noted as follows: Increase in the price of labels owing to the advance in paper and inks; increase of 25% to 50% in the price of tins, owing to the vast demand for this metal in the munition industries. This item alone the manufacturers say will add 10c. per dozen to the price of baking powder. Increase in the cost incidental to the production of starch. Another 10c. per dozen increase in the price according to the same authorities. Further increase in price of starch, owing to the exceptional price of corn. The possibilities of increase that lie hidden in this factor have not been yet estimated, but they are many. Soda, another constituent of baking powder has advanced 50% since the beginning of the war. Phosphate about 20% and alum about 10%. Even the cost of wooden boxes for packing has been materially increased.

In the better grades of cream of tartar baking powder, the advance is also noticeable, probably a general increase of 100% in the ingredients used.

These are surely startling enough figures, and there is creditable authority for the prediction that at the most conservative estimate there will be an increase of between 25c. and 40c. per dozen in the price of all grades of baking powder.

The necessity of such an increase leads to possibilities of unscrupulous manufacture. Adulteration is naturally one of the easiest methods of keeping prices down. This is most readily done by the use of a cheap phosphate containing 27-30% of sulphate—commonly known as Plaster of Paris. Just how injurious this substance may be is problematical, but under the American Pure Food Law not more than 3% of the substance is permitted even in the cheapest grades of baking powder. The Canadian Government has done something in this regard, but it is an undoubted fact that such malpractice still exists.

The grocer, who according to law, is always the scapegoat of any action based on adulteration of products, should get a guarantee from the manufacturer that the baking powder purchased is practically free from this substance, and thus safeguard himself against any possible difficulty.

Winter Fruits Will Be High

Apples Are Scarce and High-priced—Vegetables Will be Dear, Particularly Spanish Onions—One Exception is California Citrus Crop.

WINTER fruits and vegetables with one or two outstanding exceptions promise to reach very high figures. One reason for this is the keen demand of the English market for all produce that will start shipment. Apples on the London market are bringing according to the latest reports 30s-36s. per barrel, as there is little likelihood that there will be more than a temporary break in the price, and a strong probability that the price will increase, it is idle to expect cheap apples in Canada this year. Spy, McIntosh and Fameuse varieties will probably sell about $6.50-$7.00. Baldwins, Greenings and similar varieties about $5.50 to $6.00. Ben Davis about $4.50. Nova Scotia has an unusually large crop that is now coming in the market. The quality is somewhat inferior, the No. 3 grade being much in evidence. Most markets are selling Nova Scotia Gravenstein, Kings, and Blenheim $4.00, $4.25, No. 3 grades about $1.25—of course these are packed in the Nova Scotia barrel which is a peck short of the Ontario Standard.

Spanish onions are another line that is bound to be high. Three cargoes of these have recently been torpedoed which has made a present scarcity—but the fact that England is shut-off from buying in many European markets is a much more potent factor in keeping prices up. There will be a continuously strong demand for all European Commodities offering.

Almeria grapes in the familiar wooden kegs are governed by similar conditions coming from Spain, England is their natural market and will undoubtedly handle a good portion of the crop which is light. These grapes will probably range in price from $6.00-$8.00 per keg, according to quality, in which there is a very wide range.

Emperor Grapes from California packed in drums—and reported to be somewhat poorer in quality this last year and the asking price is high. They will probably sell around $5.00 per drum.

Lemons will remain high for some months. Few Italian lemons are offer-

(Continued on page 23.)

White Phosphorus Match Law

After December 31 Next, Retailers Will Not Be Allowed to Sell Them—Manufacture Was Prohibited Since Jan. 1, 1915—Match Prices Advancing on Account of Higher Prices on Chemicals, Colors, Etc.—A 10% Rise Recently.

AFTER December 31, 1916, it will be against the law for grocers to handle or sell what are known about 0.44 per cent. carbon and 5.55 per as white phosphorus matches. Since January 1st 1915 it has not been legal for manufacturers to make this variety of match, and wholesalers who were granted an extension over manufacturers have not been selling for all this year. Retailers however, are allowed till the end of 1916 to dispose of stocks.

Some three years ago the United States Government passed a law prohibiting the use of white phosphorus matches. In May, 1914, the Dominion Government passed a similar law. This was aimed chiefly at the manufacture of white phosphorus matches because if the manufacture of them were stopped, it can be easily seen that they could not be sold through the retail trade. This law as above intimated, went into effect Jan. 1st, 1915, and since that time no manufacturer in Canada, so far as is known, has turned out any of the white phosphorus brand of match.

Injurious to the Health.

The reason, of course, for this law was due to the fact that the phosphorus fumes from the chemicals that constituted the head of the match, were injurious to the health. These fumes penetrated the cavities of the teeth of the employees and caused what is known as necrosis, or a mortification in the jaw bone. This of course was a serious thing for the employee so affected.

Not only does the law at the present time prohibit the manufacture of white phosphorus matches, but it also prohibits the importation of them.

The following are some extracts from the White Phosphorus Match Act.

"It shall not be lawful for any person to use white phosphorus in the manufacture of matches.

"It shall not be lawful to import to Canada matches made from white phosphorus and matches so made shall be included amongst the goods numerated and described in Schedule C of the Customs Tariff, 1907.

"It shall not be lawful for any person to use, sell or to offer or propose for sale or to have in his possession for the purposes of sale any matches made with white phosphorus.

"Any inspector may at any time for the purpose of carrying into effect any of the provisions of this act, or any regulation made thereunder, enter any place or premises or any steamships, etc., which the inspector suspects is being used for the storage or carriage of matches made with white phosphorus; and may also open any package or store containing matches made with white phosphorus or which he suspects of containing such matches.

"Any person who violates any provision of this Act, or any regulations made thereunder in respect of which no penalty is herein provided, shall be liable on summary conviction to a penalty not exceeding $500 and costs.

"This Act shall come into force on the first day of January, one thousand nine hundred and fifteen, except section 5 thereof, which shall not come into force until the first day of January, one thousand nine hundred and sixteen."

Section number five refers to the sale of matches by retailers.

Further extensions still were granted them. First till January, 1916, then June 1, 1916 and finally till the end of 1916.

In view, therefore, of the fact that after December 31st next, it will be illegal for retailers to sell white phosphorus matches, those who have stocks on hand should see that they are moved off their shelves prior to that time. As intimated above, the act was, of course, primarily put through to prohibit the manufacture of white phosphorus matches, because it is in the making of them that the injury to human health is liable to occur and not in the selling or using of them. Nevertheless, the law is there and as retailers have had two years in which to dispose of their remaining stock, they would be well advised to clear their shelves between now and the end of the year.

It is interesting to note at the present time the condition of the match market. Very recently there was a pretty general advance of about 10 per cent. made by Canadian companies. This is due to large increases in prices of chemicals used in the manufacture. For instance, chloride of potash, which is one of the chief ingredients required by manufacturers, is a prominent chemical in the manufacture of ammunition. The trade will appreciate the fact that of late this has been in big demand throughout Europe, which means much higher prices to the match manufacturers. Lumber is also much higher in price and since large quantities are used in match manufacture this is an item of increased cost.

LAW RELATING TO SALE OF MATCHES

Following is an important extract from the White Phosphorus Match Act passed in 1914 relating to the manufacture, importation and sale of match heads made with white phosphorus:

"It shall be unlawful for any "person to use, sell or to offer "for sale or to have in his pos- "session for the purposes of "sale any matches made with "white phosphorus."

This clause takes effect on January 1, 1917, and relates chiefly to the retail trade. It means that all white phosphorus matches must be got rid of before that time.

WINTER FRUITS WILL BE HIGHER

(Continued from page 22.)

ing for import owing to it being almost impossible to get ships to carry them. The Mediterranean trade being practically entirely given over to war necessities. A few Malaga lemons from Spain are offering, a rather inferior grade of fruit at about $6.00 per case.

The exception to be noted is in the promise of the California Citrus crop. There is a large lemon crop that will materially relieve the situation, though this relief will not be felt for about two months.

Then the California navel crop is reported exceptionally large and good, 25 per cent. heavier than last year is the estimate. It will be the end of this month before the first of the crop is offering, but once on the market they will probably sell low and the low figures of former years, $2.00-$2.75 according to size are to be expected.

Florida oranges and grape-fruit are now offering, but as these will come on a practically bare market they are likely to remain firm in price for some time to come.

Why Business Men Fail

An Analysis of the Reasons Which Account for Failure — How Some Successful Business Men Have Managed to Overcome Their Weakest Points.

AN article appears in *System*, the Magazine of Business, under the title "Can we explain why business men fail?" It deals very comprehensively with the elements that make for success or failure and, although the points adduced do not always bear on direct retailing problems, the whole article is of such vital interest for the merchant that it is reproduced herewith:—

Business is full of contradictory legends of its men of genius; of amazing judges of human nature; men who followed one idea through life—had a thousand; managers who labored "like horses," attributing their success to good old-fashioned hard work — and others who won as by a flash of insight; men who rose by sheer hanging on—and others who showed their gift by making a complete change after forty. How much of it, when all's said, holds good? What personal qualities actually distinguish the man who goes marching up through achievement after achievement from his desk neighbor who cracks under the responsibility of guarding a ten or twenty thousand dollar investment?

Broach this question and you have the ear of every manager, everyone who is employing, using—attempting to develop—other men. For you are not merely dealing with a side of business which is still in the stage of tradition—you are tackling the inmost mysterious question of personal efficiency. And the reasons for success or failure, the chances of the game and the run of the cards, make poker seem mathematical by comparison.

Every man in business who expects to be a general officer—and every group of men in control of a great enterprise—is effective in proportion as he or they show a blend of personal qualities that meets all the needs of the business and checks whatever weaknesses exist. What, in the opinion of practical business men, should this blend include—and how can an employer develop it in his men?

Marshall, the English economist, says that promptness, judgment, resource, carefulness, and steadfastness of purpose are the chief materials of which business ability consists, rather than any specialized skill or craftsmanship. Having these qualities, he asserts, a man should not only rise rapidly in one line, but may change to a quite different business and continue successfully. I have recently been working with a man who illustrates this belief. At forty he is

king pin of three successful corporations making quite different products. He has never had any "specialized skill," but the five prime qualities Marshall names are certainly native in him.

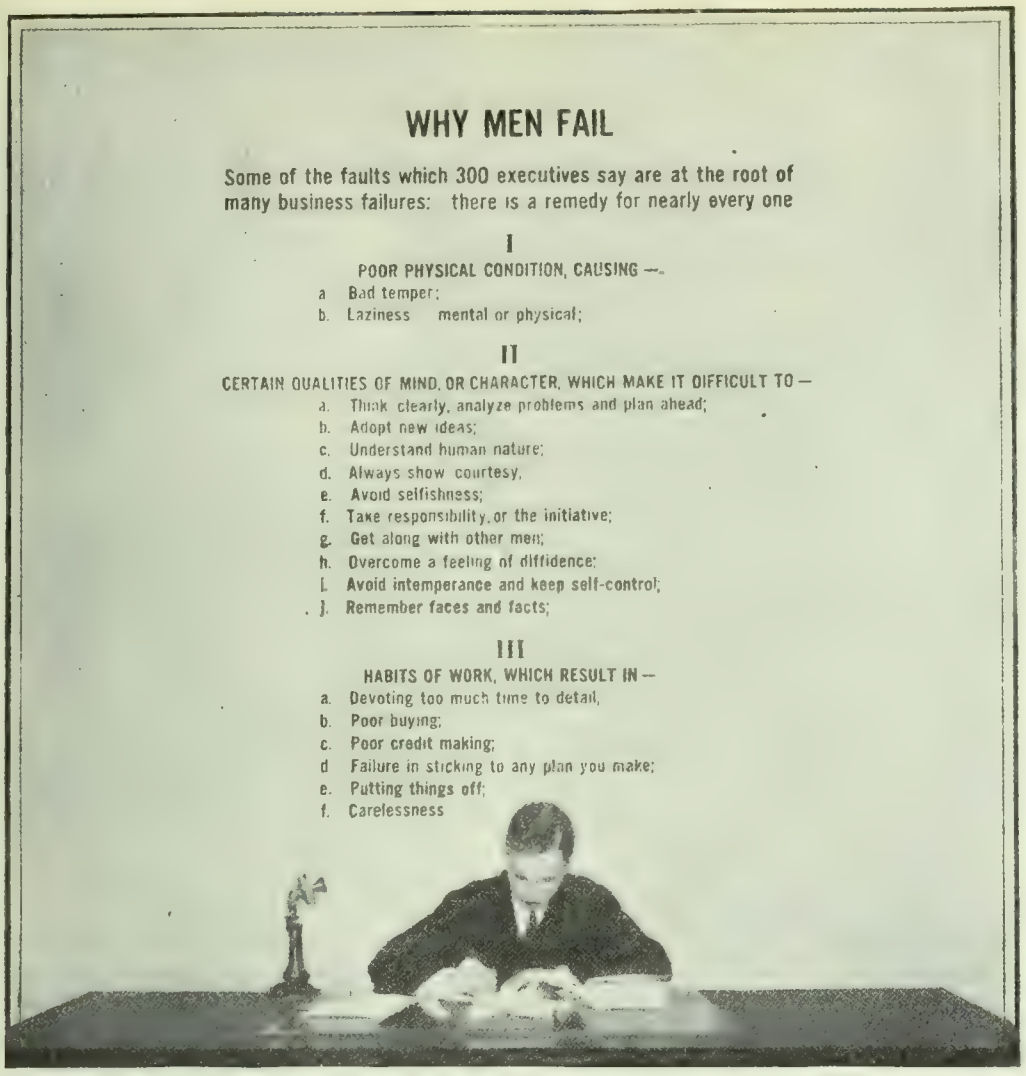
These causes of failure split roughly into three classes. A few of them, such as "laziness" and "bad temper," may go back to poor physical condition. Others, such as "guesswork," "lack of study," "untrained employees," and "lack of system," are probably mere habits of work. But most of the troubles, after all, strike deeper; they are plainly mental kinks of flat sides on the wheel of character. Here is an abbreviated list:—

Suspicion.
Lack of decision.
Failure.
"Do it to-morrow."
Over-indulgence.
Conceit.
"Nobody can tell me anything."
"My grandfather did it this way."
"I never learn from others."
"My mind is made up."
Indifference.
Carelessness.
"My theory would have worked, but—"
Temptation.
Misuse of credit.
Stubbornness.
Poor memory.
Poor supervision.

Every manager will recognize in this list many a little blue devil that spoiled a good man for him. But will he apply the set to himself? Will he take seriously any of the similar lists which various efficiency "fans" have put into print?

Boyd Fisher has been reminding factory managers over at Detroit that "a stream can rise no higher than its source." "I am convinced," says he; "that one-third of the average manager's time is properly taken up with the effort to improve his thinking, his work habits and his health." So thoroughly does *System* believe in this new item of "manager maintenance" that it asked the three hundred men who contributed to this series some very frank questions about their own mistakes and successes, and about their most valuable men. The replies are at least interesting, as showing what the actual heads of concerns and departments think about business ability. Coupled with careful character studies which were made by members of *System's* staff of many prominent business men during extended interviews, they may be more than merely interesting.

The first thing that is evident from a survey of these thousands of replies is that business men are not stopping with outward efficiency—mere time schedules, filing schemes and desk methods. They are going even deeper than questions of health, help and social life—though they have some things to say about this side of efficiency which might warrant an article. Beyond question, they are directly and earnestly engaged in the tedious, rather abstract work of further balancing up their own faults and developing their personal powers.


WHY MEN FAIL
Some of the faults which 300 executives say are at the root of many business failures: there is a remedy for nearly every one
I
POOR PHYSICAL CONDITION, CAUSING —
a Bad temper;
b. Laziness mental or physical;
II
CERTAIN QUALITIES OF MIND, OR CHARACTER, WHICH MAKE IT DIFFICULT TO —
a. Think clearly, analyze problems and plan ahead;
b. Adopt new ideas;
c. Understand human nature;
d. Always show courtesy,
e. Avoid selfishness;
f. Take responsibility, or the initiative;
g. Get along with other men;
h. Overcome a feeling of diffidence;
i. Avoid intemperance and keep self-control;
j. Remember faces and facts;
III
HABITS OF WORK, WHICH RESULT IN —
a. Devoting too much time to detail,
b. Poor buying;
c. Poor credit making;
d Failure in sticking to any plan you make;
e. Putting things off;
f. Carelessness

Best Ways to Remedy Common Faults

Four questions were asked by *System*, with the purpose of showing up business men's weak points, indicating their most valuable qualities, contributing suggestions on how to pick men of calibre and how to strengthen oneself or one's associates. The questions were:—

(1) What blunders do you observe men in business making most frequently and what qualities do they seem to lack?

(2) Think of the three best men in your business—what qualities brought them promotion?

(3) How would you train a son of yours to take your place and go ahead with the business?

(4) In yourself, how have you strengthened the business qualities that seemed weakest?

Practically half of those who answered the first query put at the head of the list the inability to think, to analyze, to exercise judgment — or narrowness and unwillingness to see more than one side to a question. Sometimes the charge is put in a general way, as: "feeble thinking," "snap decisions," "arguing," "doesn't cut to the core of a problem and settle that," "fails to eliminate non-essentials," "fails to understand basic conditions," "not making a thorough study of the problem," "not getting a broad view," "seeing only his own side," "not seeing all sides, including the customer's, and deciding for himself," "inability or unwillingness to adopt new ideas."

Other men suggest how this inability to think works out in particular cases they have observed. "Never know they are losing ground," says one. "Lack of observation," writes another. Lack of foresight, working too much in the present, ignoring suggestions of subordinates, not reading what other men have learned, not recognizing that a working force must be educated before it can do intelligent work, not recognizing when they (salesmen) have closed their argument, and lack of judgment due to over-enthusiasm, are a few of the pertinent answers.

That men in business still hang on to detail too closely is a common criticism among those brought together by *System's* investigation. One answer in twelve included this point. "The manager confines his attention to one or two departments and neglects the others," one executive said emphatically. "Too much routine—failure to take advantage of the brains of the staff," wrote another. "They don't 'let George do it,' while they keep a steady hand on the pulse of things," runs a third reply.

Human Nature With Success

Knowledge of men is always attributed to practically every one of the famous old-time heads of big enterprises, such as railroads and packing industries, and the lack of it was mentioned many times among the replies as one of the serious defects in ambitious men. That business men too often do not analyze themselves, that they fail to appreciate the all-important viewpoint of their customers, that they neglect the rights, feelings and suggestions of inferiors, falsely estimate the strength of those whom they make their opponents, and do not bring out all that is in their help, are some of the explanations of failures given by the men who answered *System's* questions.

"A florist failed," says a university professor by way of illustration, "because he attempted to run a small-town business on the city plan of separating green house from store, and invested too much in novelties which did not sell out clean. He was probably driven to these illogical expedients because he had failed to understand people. He had been economizing, for instance, on inefficient help, and had handled his credits in such a blundering way as to offend many good 'risks' without dodging the really bad accounts."

Blunders in buying and credit making are frequently mentioned among the answers, but the inability to read people seems to be the underlying fault in most of the cases. "Men are too free with credits," says one; "poor buyers," writes another. "Too sympathetic"; "too lenient"; "try to sell something scarcely anyone wants"; "pay more attention to selling than to buying and collecting"; "advertise themselves instead of their goods"; "cater to their own tastes rather than the public's"—several men suggest.

Some of the criticisms offered take an even more frank tack. That business men lack courtesy is acknowledged by several. One believes they can not say "No!" as they should, and another that they say it too easily, when a salesman has something worth their attention. That they are often not suited nor prepared for the positions they try to fill, yet have exalted opinions of themselves and readily take on things outside their specific training, is the observation of a number. This happy-go-lucky way of doing things expresses itself, according to one executive, in "poor and illogical organization," and particularly in departments rooted in tradition, where undefined zones of work keep men clashing and jealous.

Cultivate the Point of View of "the Other Fellow."

"Acquisitiveness," the character analyst will tell you, is essential to success in business. "Selfishness," according to four men who answered this question, is a common handicap to men who otherwise might go high. "Business men too often have ignoble aims," says one

executive. "We all overreach ourselves at times," a high official told me. "Poise and self-confidence are fine things," commented another, "but it is easy to be so self-centred that you fail to give customers the enthusiastic attention and deft service which will bring them back in a buying state of mind. In fact, many houses 'barely exist' simply because they have never got acquainted with their true selves."

How the positive of this quality can be developed is told by an automobile dealer out in Iowa. "Just think of the other fellow and you'll succeed," he writes. "I was weak in my ability to meet men. So I have practised this. When a customer comes in, I go and shake hands with him and tell him, 'Gee but I'm glad to see you'—and I've trained myself not only to feel that way, but

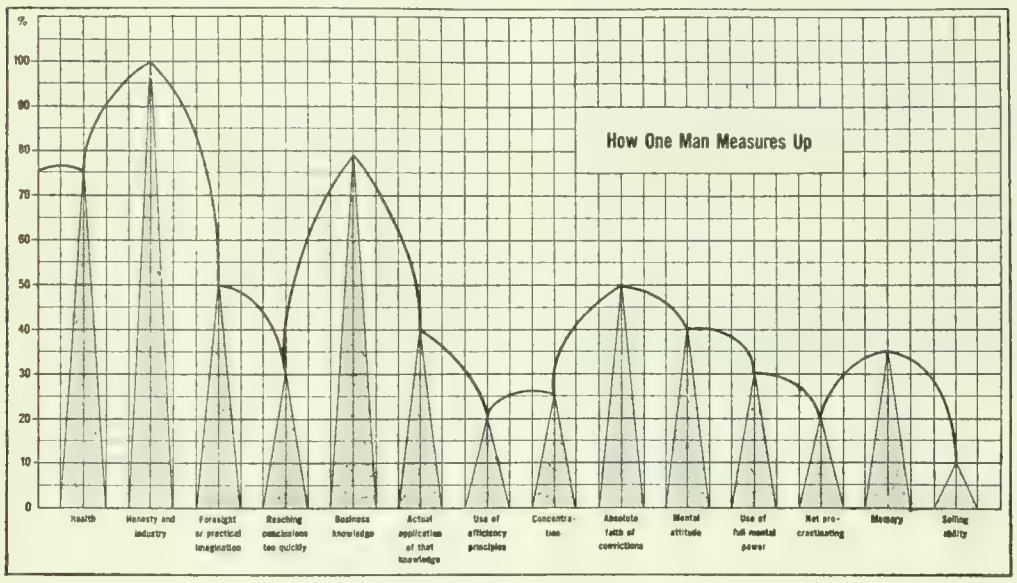


Chart of a young man who, though gifted, has not made a very great success. The reason is found here.

to speak in a tone that absolutely convinces him I am in earnest. A customer told me just recently: "I always come to your store first when I am in town, because you make me feel so welcome that I have to, whether I need anything or not.'"

How much these qualities may add to the total of a man's business power may be debated, but there are three other criticisms among those brought together by System which are fundamental: that men fail to measure up to the calls of business because they lack (1) carefulness; (2) concentration; (3) responsibility. "Business men do not know their costs"—"are careless and ignorant of figures"—"often overdraw their accounts in sheer ignorance" — "are too lenient with those who owe them"—these are some of the charges.

A half dozen men among those who replied to System's questions emphasized the first of these points: that men cannot concentrate, or as Marshall has it, lack "steadfastness." "They cannot keep up a sustained effort"; "allow themselves to become distracted"; "cannot hold themselves to the rules of health and time and study they lay down"; "neglect the necessity of experience"; "become perfunctory"; "have not the imagination essential to the creation of great enterprises" — these are some of the observations on this subject. And judging from System's extended contact with many business men, no criticism apparently comes nearer home.

Did Not Like to Take Responsibility

I was sitting recently with the head of the foreign department of a bank when a young business man came in and attempted to persuade that seasoned financier that the bank rather than he should take the risk of a certain international credit. The debtor house had repeatedly been a customer of his, but the bank had never heard of it. The banker tried to laugh the young fellow out of the idea that the bank, a total stranger, could pass credit on a risk he was unwilling to assume. But when we were alone again, the banker threw up his hands impatiently. "Why is it," he exclaimed; "that business men will not accept the responsibilities which belong only to them?"

How Some Executives Train Their Assistants

It is a criticism that bobs up again and again among the answers to System's questions. The "boss," growing old, cannot find assistants who can and will see that things are done. Many men seem to take the position of working by the clock and waiting for orders. Among the excuses advanced by them, one may be sound; that the authority delegated them is often mere pretence. The general superintendent of one of the nation's largest steel mills told me with modest pride how he had developed twelve general superintendents out of his staff of young men. He seems to have no trouble finding men who will take the responsibility; but he gives them a load to carry and leaves them no doubt that it is theirs—to handle or to drop.

The man who makes excuses — who seems unable to decide or act without being prompted—usually is in a mental rut that calls for the application of a shrewd psychology by his superiors. It may be laziness or dullness that makes him hang fire; but plain fear, several executives charge, is often the bottom trouble. "Druggists are afraid," says a druggist, who by working along original lines has in a decade built a struggling store into a flourishing one. The ability to trust oneself to disregard the conventional method, to see straight and act without looking behind you for backing, is a scarce article—but one that grows with each success and each bit of encouragement.

"There is too much conferring and not enough trusting to the initiative of well-chosen department heads," conclude two successful executives. Observations suggest that business men do not yet value as they should the interchange of ideas—the efficacy of "talking things out in committee." But the idea of some men have that a conference must vote every time it assembles is pathetic. Only by carrying greater and greater weights can a man develop his ability to handle steel or concrete: only by assuming increasing responsibility can men grow in initiative. And the demand of a business for quick action on hundreds of matters usually finds the committee method too cumbrous as well as too vague. Everybody's business is still nobody's business.

The same two points that stand out as criticisms lead the list of reasons for promoting men assembled as a result of investigations: (1) ability to think and plan; (2) ability to take the initiative and assume responsibility. "Constructive initiative coupled with the application of good common sense, added to whatever native abilities a man may have, 'make good'—and deserve it," one manager writes. "Resourcefulness in emergencies" is a special statement of the same idea.

Some of the Qualities

Loyalty to the business ranks very high—but it is still the kind of loyalty that begins at the bottom, works through all departments and spends long hours in the business or in special studies bearing on it. Tact, diplomacy, affability and knack in handling men ("especially union men") are other much-sought qualities. Enthusiasm, honesty, steadiness and energy or "interest" or "alertness" evidently have a live market. "Desire for authority and responsibility, backed by sufficient will power," is the less perfunctory way one manager has of expressing the ambition he must see in the man he advances.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

The Both Fisheries, Ltd., which took over the big packing plant at Chamcook, N.B., will make an excellent showing for the time they have been operating, their pack including sardines to a number estimated at 30,000 cases for the season.

Most of the sardine weirs along the Bay of Fundy coast have been taken up for the season in preparation for the arrival of winter weather. If experiments with a wooden weir on the Magaguadavic river show the site to be satisfactory, a steel weir will be erected there next season.

Lance-corporal Arthur E. Ingram, a member of the staff of T. H. Estabrooks Co., staff in St. John, before the war, has been admitted to a hospital in Rouen suffering from a bayonet wound. This is the second time he has been wounded.

Quebec.

Bertrand & Bedard. Montreal, grocers, have dissolved.

Fire broke out early October 24, in the grocery store of Kouri Aboosamra, Montreal, where considerable damage was caused. Originating on the storage floor the fire spread rapidly to the store itself but it was soon under control.

Ontario

L. Lafortune, Simcoe, grocer, sold to Emie Schellberg.

W. C. Bennett, Port Robinson, sold his general store to H. Markle.

D. J. Donavan, Hamilton, has sold his grocery and meat business.

The general store of R. A. Huot, deceased, Alexandria, has been sold to J. A. C. Huot.

The Guillbault Co., Woodbridge, have been succeeded in their general store to R. Guilbault.

Max Adler, grocer, Hamilton, has sold out to Mrs. A. Daiez.

A. S. Gray & Co., general store, Meaford, has sold to Chas. I. Cartwright.

Mr. Thompson of Norwood has sold his grocery business to Mr. Thos. Burkell. The change took place on Nov. 1st.

Thomas Wilson, traveler for the firm of Edmonton, Bate & Company, for the past twenty years, died on October 27, at his late residence, 86 Oakwood Avenue, Toronto, after a short illness.

Henry Thompson, one of Canada's best known millers, died at his home in London, on October 29. He was associated with his brother William in founding the Dominion Mills, which he operated until it was purchased by the Canada Cereal Merger.

Fire broke out from an unknown cause, at 2 o'clock, on the morning of October 26, in the general store of H. A. Sanderson at Waterford. Considerable damage to the business section was caused as it was badly gutted by flames. The principal sufferers were H. A. Sanderson, store and stock completely destroyed; R. K. Robertson, store and stock completely destroyed; I. E. York, owner of block. The blaze had gained considerable headway before it was discovered, and in the high wind that was blowing, little could be done to extinguish the flames.

Western Provinces

Q. Fulwiler, grocer, Moose Jaw, has gone out of business.

F. T. Ames, Coalspur, has moved his general store to Edmonton.

Mrs. L. Kreiger, 99th St., Edmonton, has discontinued business.

Minnie Scott, Pasqua has moved her grocery store to Drinkwater.

Berlin & Co., grocers, St. Boniface, have discontinued business.

F. T. James, wholesale fish dealer. Toronto, was in Winnipeg last week.

Goddard Sidney, Winnipeg, are discontinuing the branch store of their grocery business.

McNicol & Brown, Shaunavon, are selling the stock of their general store and retiring from business.

Shatsky Bros., general merchants. Pelly, Sask., are enlarging their store.

Edward Craig of New Dayton, Alta., has gone to Neskin, Alta., where he will open a store and restaurant.

It is stated that another wholesale house is likely to open a branch at Lethbridge in the near future.

J. M. Dale suffered the loss of his entire stock and building in a fire at Port Hammond, B.C. recently.

Galliford and Ramshaw, Travers, Alta., are disposing of their stock of groceries and dry goods.

Geo. F. Galt, of Blue Ribbon Ltd., Winnipeg, has been re-elected president of the Manitoba Red Cross Society for the coming year.

The new Magrath Trading Company building, Magrath, Alta., will be ready for occupation in about eight weeks.

R. S. Garbutt, manager for the Watrous Supply Co., Watrous, Sask., has servered his connection with that firm, and gone East.

John Fyfe, formerly with the Calgary Milling Co., has taken over the Medicine Hat territory for Gold Standard goods.

H. Bruce Gordon, president of the Codville Co., Winnipeg, was in Regina recently attending a meeting of the the Wholesale Grocers' Guild.

Edwin B. Reynolds, sales manager of The Dyson Co., pickle manufacturers, Winnipeg, has been on a trip through Western Canada.

R. Rosenberg and D. Vicker took over business and farm of J. L. Ratner, Edenbridge, Sask., for the next 3 years. D. Vickar is to make his residence there and run the store.

Thomas D. Moore, formerly manager at Kerrobert for Brock, Kelly & Love, commission merchants and fruit dealers, has been engaged by the Gold Standard Mfg. Co., to represent them in the Moose Jaw territory.

Samples of sugar beet have been submitted by 40 growers in the Brandon district which were of a fine quality. They will be submitted to Ottawa for testing purposes.

The McCracken grocery have purchased the Crysler's Cash Grocery store at Medicine Hat, to which they will move from Highland St. They handle cooked and cured meats, flour, bran and shorts, chicken feed, as well as a full line of groceries.

Relatives in Lethbridge have received word that Sergt. Claude C. McMullen has been killed in action. Sergt. Mcmullen was a former resident of Lethbridge, having travelled for the firm of Campbell, Wilson and Horne for a couple of years.

H. Curtis, late manager of the Hudson's Bay Company's store, Vernon, B.C., was last week presented with a gold wristlet watch, the ladies of the staff presenting Mrs. Curtis with a silver card case as a token of esteem, on his retirement as manager of the Vernon branch to join the 225th Overseas Battalion. The new manager, H. Pout, made the presentation.

(Continued on page 28.)

Provisions Cared For Prove a Saving

Advantages of Separating From Grocery Department — Enables Better Handling of Both Lines—Some Instances of Improvement Under Separation

A SEPARATE provision department is next door to a necessity, is the opinion of W. N. S. Hunter, Prospect and Maple avenues, Hamilton, if both groceries and provisions are to be handled to best advantage.

Mr. Hunter has developed a meat department that has proved very successful, and to this has been added the department of provisions. It is a natural association, he thinks, and one that will assist in the sales of both lines. This is not the case when associated with the grocery department. We are all familiar with the rather unwholesome, oily look of cooked meats, bacon, cheese and similar lines, as displayed in some groceries. They may not suffer particularly in quality from the warm air in the grocery store, but they certainly do not add to their attractiveness in these surroundings, and when added to that, the daily trimming and slicing that is necessary to restore their attractive appearance, it is evident that in these ways alone, there may be a considerable element of loss.

Mr. Hunter's provision department is a bright, airy, white-walled store, attractive in its very airiness. The counters are marble topped and very little actual food is exposed. The refrigerator, that faces the doorway, is glass-faced, giving ample opportunity for a considerable display of goods that look at their best. Ice is used the year round and the stock is exposed as little as possible to the air. Bacon and all cooked meats slice better and much more easily when cold, he says, and certainly look more attractive.

A Noticeable Change

One noticeable point struck Mr. Hunter shortly after the change. Cheese had never been a particularly active line with him. The cheese safe was located at the back of the store, which seems to be the accepted place for cheese, and had apparently been given the same attention as other goods. He did not notice that it was particularly slow until he changed it to the bright and airy front of his new provision department. No new effort was made to sell it. It was merely given a more prominent place. Yet his sales more than doubled. So much for an attractive setting. Mr. Hunter has good windows for display. His store is situated in a residential section with no amount of passing trade. Yet he finds his windows have great drawing power.

On one occasion he was heavily overstocked with forequarters of beef—a line he did not find selling. An attractive window was dressed with cuts from forequarters with neat price cards, calling attention to them. Saturday evening saw him short in all these cuts and with the surplus showing in favor of the higher priced joints. The housekeepers had evidently perhaps unconsciously accepted the suggestion of the window display.

CURRENT NEWS OF THE WEEK

(Continued from page 27.)

"British government might be induced to purchase large quantities of Canadian fish if prices sufficiently low. Please wire best prices you could supply different kinds of frozen fish at Montreal, St. John or Halifax, stating quantity you can deliver at these ports by November 10 next. War Purchasing Committee." This telegram was received Tuesday, Oct. 17 by Secretary Hart of the B.C. Manufacturers' Association.

Retail merchants of Winnipeg have taken hold enthusiastically of their end of the campaign for subscriptions to the British Sailors' Relief fund. More than a score of well-known storekeepers have undertaken the work on the "block" system, each making himself responsible for the district in which his own store is. Among those who are at work are Jabez Miller (Dingwall's), F. S. Harstone, Lisgar Lang, J. W. Kelly, C. B. Rannard, A. E. Grassby, T. A. Connell, J. A. Banfield, Max Goldstein, W. P. White, Max Steinkropf, D. A. Ritchie, D. Coulter, J. K. Brown, Chas, Mulvrey, R. J. Mercer, J. E. Wynne, W. A. Bishop, C .C. Falconer and Alderman W. R. Milton.

SHOULD OLEO-MARGARINE BE SOLD?

(Continued from page 19.)

ers' expenses had advanced along with those in all other lines, and that nothing should be done that tended to injure the prices the farmer received.

Mr. Simpson suggested a rather interesting side light on the butter situation by stating that the unusually large sale of ice cream had effected the butter situation to a degree. The same butter fat being essential to each.

The conseus of opinion seems to be that the introduction of Oleo-Margarine can have no disadvantages that would not be more than compensated by the relief afforded, and that no means should be left untried that would tend to make the lot of the poor man easier, under the almost impossible conditions that exist to-day.

Letters to the Editor

FAIR PLAY FOR THE CLERK

To the Editor of the Canadian Grocer.

Dear Sir,—I have read with interest the article on "The Economy Store of America," in one of your recent issues. At the outset I will say I am a grocer's clerk, and, therefore, it is from a clerk's point of view I write.

I have often heard the remark that efficient clerks are hard to get, and I think the article referred to amply explains the reason. Now, I would like to know what there is in the grocery trade to induce a clerk to become efficient, when firms of the "economy" type expet them to work 69 hours for the princely remuneration of $14 per week—this by the way is for the manager. I wonder how much the clerks get?

I, with several others, are employed by a prominent and successful grocer in Hamilton, who, I am pleased to relate, is a little more considerate than the "Economy" store of America. Our working hours are 59¼ per week in the summer, and 64¼ during the winter months, exclusive of meal intervals, which time, in my opinion, constitutes a fair week's work. The old saying, all of us are public servants, no matter what our occupation may be, is true. It is equally as true that the worst type of servant is the slave. If 69 hours per week is not slavery, what is it? There is not even a half holiday to relieve the monotony, and who is entitled to a half day per week more than the grocery clerk? He has to work a day and a half on Saturday.

Small wonder grocers complain of the careless and deficient clerk.

It seems to me dangerously near the time when firms of the "Economy" store type will need to offer a better inducement in order to retain or attract the right class of man in the grocery business, especially when boasting they own one of the world's largest coffee plants.

Yours truly,

FRED HATTER.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

GROCERY MARKETS FOR THE WEEK

PRICES of many lines are still soaring skywards and the end is not yet in sight. A large number of price changes, mostly all in an upward direction, have taken place this week. Flour is firm at the high price reached by the last two advances, first patents being quoted at $10.20 Toronto, in car lots. Cereals in bulk and package are firm and advancing in price. Produce and provisions are showing advances all along the line and much higher prices are looked for on eggs, butter and other products. On account of the high prices of cheese, some factories which usually close in September will operate right up to December.

Following the further advances in the price of flour, Toronto bakers have again advanced their prices of bread to the consumer, and are now charging 9c for a 1½-lb. loaf. Soda biscuits are decidedly firm in price, but no changes have been recorded since the advance of 1c per pound early in October.

Indian and Ceylon teas have advanced in London to the extent of ½c to 1c lb. This advance is in agreement with the opinion expressed by tea authorities last week. In the primary markets coffee is also firmer, with coarser grades up 1c pound. The demand, however, is not heavy at present and stocks are fairly good.

Carraway seed, in accordance with recent predictions, has advanced 5c per pound during the week, in keeping with firmness in the primary markets. The export duty put on by the Dutch Government has also helped to boost prices here. There is a good demand for spices of all kinds. Prices on raisins, withdrawn some time ago, are expected to be named in the immediate future. Candied peels are all firmer and in some cases have advanced in price. A sharp advance in the primary market in tapioca has been reflected in local markets in the form of a ½c lb. advance. Rice is one of the few foodstuffs that has not advanced.

The sugar market at present is unsettled. Statistically the market is strong and representatives of some of the refiners look for even higher prices. However, one guess seems to be as good as another these days. Quotations of various refiners now show difference of only 15c per 100 lbs., instead of 25c as last week.

Potatoes are now moving upwards and an advance of 15c bag has taken place, with further advances in sight.

Considerable quantities of United States canned goods are being imported into the Montreal market following the announcement of the shortage and high price of the Canadian pack. The market is in a chaotic state at present and a wide range of prices is being quoted, particularly on canned tomatoes.

QUEBEC MARKETS

MONTREAL, Nov. 1st.—In all lines—except perhaps coffee—the markets show a firming tendency. Canned goods are so high that there are doubts as to whether demand will not fall off for these lines on account of their cost to the consumer. But business is still very brisk in these. Beans are up in price. Peas also up. Starches have advanced from ¼ cent to ¾ cent per pound. Two lines of fish foods show price changes upwards. Scaled herrings are up a cent to 19 cents per box. (These are the Nova Scotia product), and cod steak is up ½ a cent a pound. While the strictly provision trade reported no increase in lard, the wholesale grocery trade records an advance of one cent on pure lard per pound, making the 20 lb. pail, $4.15. A well known line of breakfast 'flakes' is up 10 cents per case. This is in line with the general increase in packet cereals, and responds to the conditions in the flour market due to wheat market firmness. Maple sugar is at still higher prices due to scarcity. From 14 to 16 cents is being quoted for car load lots and car load lots are very hard to find. Dried fruits are firmer. Nuts firmer also, and while sugar seemed in slightly weaker market, prices remained as listed last week, and shadings downward were only made in concession to a slightly slackening demand locally. Amongst the miscellaneous lines all of which require close attention by the retailer in these times, cotton twine again showed a one cent increase per pound. The market outlook was for still firmer prices on all lines, and tea which has been in steady market of late promises soon to be more actively interesting though not to any startling degree.

Considerable U.S.A. Canned Goods Here

Montreal

CANNED GOODS.—Announcement of the canners' prices to the wholesalers last week has established the basis of wholesalers' prices to retail trade for new canned goods, but as there remain on the market some reserves of old season's pack prices for canned goods are variable to the retailer. There is little movement, as yet in new goods to the retail trade. Most of the retailers in a large way of business commenced buying considerably when the actual state of affairs as regards canned goods became evident, and many retailers are fully stocked up on the several lines. Many however, are short on some particular lines which they have to purchase at greatly enhanced prices as compared with former experience. While Canadian new pack canned tomatoes are quoted at $2.15 for 2½'s and $2.25 for 3's it has been possible to lay down Baltimore (U.S.A.) tomatoes in Montreal at $2.00, and where wholesalers insist on the filling of orders, canners are using American pack. Some twenty-five thousand cases of American packed canned vegetables are being laid down in Montreal during the present week, and more are coming. The American goods are reported of excellent quality when compared with usual U.S. Standards. Retailers well stocked up in old season's pack canned goods are in a fair way to realize a tidy profit at present prices. For new pack goods demand has entirely overwhelmed supply, canners being able to fill only 25 per cent. of orders instead of the 70 per cent. hoped for. To-day the canners are in

the position of having no more Canadian new season's pack goods to sell.

Slight Shading is Noticed in Sugar

Montreal

SUGAR.—With raw Cubas remaining at 5⅜ths, and a persistent struggle evidently in progress betwen holders of the raw materials and refiners, sugar in Montreal experienced a slight slackening of demand. This was reflected in a passing shading of prices. Lists remained as last week, but in actual transactions sugar (extra granulated) was sold at $8.00, lists being $8.05, and this basis was maintained throughout all grades listed. Demand however, as mentioned, was not so brisk, and the great strength of the previous week's market seemingly had passed off. The one firm which had refused to come up the full 25 cents of the last general increase in prices in October in Montreal, responding to the state of the market advanced 15 cents to $7.85 for extra granulated, and at the time of writing the tendency was rather towards a slight shading downwards in sugar prices while the conditions in New York are uncertain and may revert to greater firmness.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	8 05
20 lb. bags	8 15
2 and 5-lb. bags	8 35
Extra Ground Sugars—	
Barrels	8 40
50 lb. boxes	8 60
25 lb. boxes	8 80
Yellow Sugars—	
No. 1, 100 lb. bags	7 65
Dark yellow, 100 lb. bags	7 45
Bright coffee, bbls. only, cwt.	7 90
Powdered Sugars—	
Barrels	8 20
50 lb. boxes	8 40
25 lb. boxes	88 60
Paris Lumps—	
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Crystal Diamonds—	
Barrels	8 65
100 lb. boxes	8 75
50 lb. boxes	8 85
25 lb. boxes	9 05
Cartons	9 45
Half cartons	10 45

From one concern at the time of writing in Montreal it was possible to obtain these grades of sugar at 15c per 100 lbs. less than above prices.

Tea's Tendencies Are to Firmness

Montreal

TEA.—While conditions as regards Japan teas may be said to maintain much as reported last week, with no change in prices to report, but a general firmness worth the attention of the retailer, black teas find themselves this week in active demand, and firm market with advancing prices. There is a specially good demand for high priced and first rate quality teas in anticipation of higher prices ahead. Various factors are coming to bear on the situation as regards tea which will mean firmer prices. Freight rates show a strong firming tendency. Direct shipments to Boston and New York from Calcutta and Colombo are all of 2 cents a pound higher than shipments via London under control of the British Department of Commerce. Direct shipped tea is accordingly bound to be higher, and with demand increasing prices show every symptom of going firmer.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee Cannot be Called Active

Montreal—

COFFEE.—In the primary markets last week coffee experienced one or two price fluctuations. Prices rose appreciably during a period of two days, and there was promise of firmness. But in a day or two more the tendency to firmness had passed away, and the primary market reverted to its condition of many weeks of late, and there are still no changes in coffee prices as quoted by leading dealers in Montreal. Consumption of coffee throughout Canada is gradually increasing though in the West the quantities absorbed by the market are not quite as great previous to the war when population was more plentiful. The return of better business conditions in the West however, seems to show up a little also in the conditions as regards coffee and there is a good steady demand in the Dominion.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

PRICE IS $1.35 NOT $2.25

In the advertisement on page 190 of the Fall Number last week of White Swan Spices and Cereals, Limited, a mistake occurred in the quotation of price. It was stated that the price to the retailer of pancake flour, biscuit flour and wheat flakes, was $2.25 per dozen. This was a typographical error, the correct price being $1.35 per dozen, or $2.70 a case. The advertisement corrected appears again in this week's issue.

Currants Sell Readily and Cost More

Montreal

DRIED FRUITS.—New re-cleaned currants are finding ready market in small offerings at New York at 20 cents a pound to the jobber. The market to the retailer so far quotes at from 18 to 20 cents a pound for fine loose Filiatras. Another consignment of new crop currants is on its way from the primary market, but with the Greek Government customed 60 per cent. of crop, and shipments so exceedingly difficult to make holding 75 per cent. instead of the accustomed from the European ports, currants are away up in the luxury class, and jobbers consider themselves lucky to get any for delivery. Uncleaned Amelias in barrels were selling at 16¼ cents in New York, and in bags at 16 cents. Package currants have gone up to the retailer being now 18-19 cents. These are not new crop. An increase in price of candied lemon and orange peel will be noticed. These Christmas dainties are firmer with other similar seasonable lines. About 75 per cent. of California raisins, and figs will probably be the extent of deliveries following the damage to crops by rains this fall, but the market has some opinions that later on in the season there may be offerings of cheap dried fruits from California, being the salvage from the downpour during harvest. New prices on California dried fruits are expected soon.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 08½	0 09
Apples, choice winter, 50-lb. boxes	....	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13¼
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 25
Lemon	....	0 22
Orange	....	0 23
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, loose, new	....	0 09½
Hallowee, 1-lb. pkgs.	....	0 09
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
20 to 40, in 25-lb. boxes, faced	....	0 15½
50 to 90, in 25-lb. boxes, faced	0 10½	0 11
90 to 100, in 25-lb. boxes, faced	0 08	0 09½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09¼
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Beans Are Higher and Very Scarce

Montreal

DRIED VEGETABLES.—Beans are up in price owing to scarcity on the market, and some very poor California beans have sought buyers. An old and uncleaned product, apparently the last of some former season's harvest brought forth for lack of better was being offered at the very firm price of $5.50 per bushel to the jobber. All grades of beans are up fully 50 cents per bushel this week. Split peas are up 25 cents. Pot and pearl barley show considerably firmer prices, and the whole market for these lines of goods is going from firm

to firmer at present. Qualities vary greatly as regards beans, some very good beans being offered in small quantity, and some exceedinglgy poor quality finding sales also. Demand is very brisk.

Beans—		
Canadian 3-lb. pickers, per bushel		6 50
Canadian hand-picked		7 50
Canadian 5-lb. pickers		6 10
Yellow Eyes		6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.		6 50
Barley (pot), per bag 98 lbs.		4 75
Barley, pearl, per bag 98 lbs.		6 00

Molasses Firm in Shrinking Supply

Montreal

MOLASSES AND SYRUPS.—While prices maintain as last week's quotes for molasses the supplies available grow steadily less, and there is every sign of firmer prices soon. Demand for molasses increases as winter approaches, and quantities are being purchased at present prices. Corn syrups are still in very strong demand, and firm market. Last week's increase of prices has not reduced the call for these goods which are being utilised to meet domestic needs where the high price of butter is being felt by the providers for large families.

	Fancy.	Choice.
	Prices for Island of Montreal.	
Barbadoes Molasses—		
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
BBarrels, per lb., 4½c; ½ bbls., 4¾c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 25
Cases, 5 lb. tins, 1 doz. in case	3 65

Nuts Come Costlier, Like Other Goods

Montreal

NUTS.—All nuts are in very firm market at present the condition applying both to shelled and in the shell goods. New walnuts will be priced at from 50 to 55 cents to retail. Shelled are already 40 cents to the Jobber. Brazil nuts are this year unsatisfactory in quality being wet and lacking keeping quality. At that they are priced in line with the firming trend of the market. Cocoanuts are reported scarcer this season. Walnuts are offering in very good quality.

Almonds (Tara), per lb.		0 19
Brazil nuts (1916 crop), per lb.		0 19
Filberts (Sicily), per lb.		0 19
Hickory nuts (large and small), per lb.		0 09
Peanuts (coon), per lb.		0 10
Peanuts (Jumbo), per lb.		0 13
Pecans (new Jumbo), per lb.		0 18
Walnuts (Bordeaux, shelled)	0 40	0 42

Spices Very Quiet But Will be Firmer

Montreal—

SPICES.—With the large stocks that had been laid in across the border rapidly diminishing, there is talk of a firmer market for spices in almost all lines. Grinders are taking considerable supplies. New York notices a shrinkage in spot stocks. Prices however have not appreciably firmed, but as the primary markets are much higher than New York, there is absolute certainty that spices will be more firmly quoted as soon as New York unloads more of the present stocks. There is no speculative attraction in spices at present to cause fluctuations in prices, and no particular demand with a view to Christmas season trading locally has been noted as yet. Cream of tartar continues to vary from time to time, and peppers look like firming up later. Otherwise the market is uneventful.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39

Cream tartar—45 to 50c.

—*New York American.*

Cinnamon, per lb., 35c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	....	12-15

Fish Supplies Are Not so Plentiful

Montreal

FISH AND SHELLFISH.—The campaign to separate fish from Friday and make Tuesday also a fish day throughout Canada is going ahead, but the big British Government order for weekly supplies of fish, and the fact that weather conditions, adverse of late, have been hindering the work of the fishermen together contribute to keep supplies for the Dominion markets short, and tend to make prices firmer. The season for large supplies of fish is about over now, although in view of good prices prevailing every effort will be made to maintain production. Fresh halibut has firmed up by a cent a pound owing to shortage. Quotations for frozen fish are still in abeyance but prices will be firm. Demand for all kinds of fish, fresh, dried, and pickled or salted keeps very good. Oysters are also in good request at prices as previously quoted, and repeated below.

SMOKED FISH	
Haddies	0 11
Haddies, fillet	0 13
Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10-lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	12 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, meduim and large, lb.	0 50
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50
FRESH SEA FISH	
Halibut	0 19
Haddock, fancy, express, lb.	10
Mackerel, (med.) each	16
Mackerl (large), each	21
Cod, steak, fancy, express, lb.	10
Flounders	7
Salmon, Western	17 —18
Salmon, Gaspe	18
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 15
Herrings, lb.	0 06
Lake trout	0 12
Eels, lb.	0 09
Dore	0 13
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

Fruits and Various Vegetables Firmer

Montreal

FRUIT AND VEGETABLES.—Supply of, and demand for, fruits and vegetables in Montreal both keep up to average for the season of year. Prices are firming up for several lines of vegetables. Montreal tomatoes are now off the market, and hot-house tomatoes are getting very much higher priced. They are now quoted at 25 cents per lb. At that, however, they are in brisk demand. Potatoes have advanced 30 cents per bag, and are scarcer on the market due to shortage of production. Red onions are short in supply, and higher in price the increase being 25 cents per bag. Boston lettuce has appeared on the market at $1.50 per box of two dozen. This is a fine quality lettuce and in special demand. Cape Cod Cranberries at $9.00 per barrel are in request. In fruits apples continue firm priced, and the fact that export demand is especially good now, and profitable business for the producers makes the apple less marketable on this side of the Atlantic at present prices. The best apples are crossing the ocean to Britain, where they sell at prices to make the freight worth paying.

Oranges are high and their price checks demand. Valencias at $5.50 to $6.50 per box are not moving rapidly. Lemons also are firm ($4.00 to $5.25 per case) and may be higher priced still as New York has been quoting as high as $6.00 per case. Very few are reaching this side. Tokay grapes are the fruit most in demand at present, and these are selling at varying prices according to quality all the way from $1.00 a basket to $2.75 and $3.25. The lower priced are very poor quality.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	....
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
Basket peaches	....	0 50
	No. 1	No. 2
St. Lawrence Apples	4 50	3 60
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....
Brussels Sprouts, per doz. bunches		1 00
Cauliflower, per doz. bunches		2 00
Celery, per bunch	0 75	1 00
Onions, red		2 00
Onions, Spanish, per crate		5 50
Peppers, red and green, per doz.		0 20
Potatoes, per bag (80 lbs.)		2 00
Carrots, per bag		0 75
Beets, per bag		0 75
Parsnips		1 00
Lettuce, Head, doz.		0 75
Lettuce, Curly, doz.		0 40
Lettuce, Romaine, doz.		1 00
Tomatoes, hothouse, lb.		0 25
Beans (U.S.) bkt.		2 50
Horse Radish, per lb.		0 20
Cabbage, doz.		0 75
Cucumbers (basket)		0 75
Cranberries (Cape Cod), barrel		9 00

ONTARIO MARKETS

TORONTO, Nov. 1. Except for the advances in flour and the firming in the market for some kinds of dried fruits, the market for the most part has held comparatively steady. Lard and compound lard also had rather sharp advances. Butter is again up another cent per pound, and commission men are looking for it to reach 50c per pound in the not distant future. Some of the cheese factories will make cheese right up to December this year, lured on so to do by the high price of cheese. In other years they usually closed about September.

Quotations of Refiners Now Show 15c Difference

Toronto

SUGAR. Quotations of the various refiners now show a difference of only 15c per 100 pounds, the Canada Sugar Refining Company having increased their selling price from $7.86 to $7.96 on October 26. The Acadia, Atlantic and St. Lawrence Companies are still quoting at $8.11. The market in sugar might be characterized at the moment as unsettled. Sugar in first hands is firmly held. Some representatives of sugar refiners state they look for a still firmer market during the next point. Statistically the position is strong. On October 25 the total stocks of sugars in all hands was 69 652 tons, as compared with 211,639 tons on October 28, 1915. This is a decrease of 141,987 tons. Stocks at the highest point in the year totalled 291,039, while at the highest point in 1915 they were 411,241. Stocks at the lowest point last year reached 78,959 tons, while at the lowest level this year they were 58,224 on February 9, 1916. The total stocks of raws in the United States and Cuba on October 25 were 262.728 tons, against 316,882 tons the previous week and 439.735 tons at the same time last year. This shows a decrease of 177,007 tons from last year. The beet root crop is now being manufactured. In the United States the estimated amount of beet sugar this year is 846,000 tons, the largest year on record. It is thought the beet crop will not give the needed relief between now and the time when the new Cuban crop comes in, during the latter part of December.

Although two of the refiners were still officially quoting sugar at $8.11, wholesalers were selling all grades at $7.96, which is the quotation of the Canada Sugar Refining Company. Locally there is a weakening in the highest quotations and there is a strong possibility that all refineds will be quoting at the lower level in the near future.

	100 lbs.
Atlantic and St. Lawrence Companies, extra granulated sugars	$8 11
Acadia Sugar Refinery, extra granulated	8 01
Canada Sugar Refining, extra granulated	7 96
Yellow, No. 1	7 71
Special icing, barrels	8 46
Powdered, barrels	8 26
Paris lumps, barrels	8 71
Assorted tea cubes, boxes	8 71

In 50 lb. bags and 20 lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10 lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Note.—Prices on yellow, icing, powdered, lumps and cubes are the high quotations. Canada Sugar Refining Company is 15c under these figures.

WEAKNESS IN FLOUR

Due to the decline in the wheat market during the first part of this week, there is a slight weakness in flour. On Monday, wheat declined 1½c over Saturday's close. Tuesday there was a further decline of ⅜c, and on Wednesday a decline of 3½c, when No. 1 Northern was selling at $1.82⅜, Winnipeg, November delivery. Wheat went as high as $1.89 and flour advanced to $10. If further declines in wheat are registered, there is a possibility of a decline in flour.

Big Demand for Corn Syrups; Molasses Firm

Toronto

MOLASSES AND SYRUPS.—There has been a heavy demand for corn syrups during the week, even in the face of the recent advance. Prices for this commodity hold at the quotations for last week. The market is firm in view of the high price of corn. The demand for molasses has not yet developed to any considerable extent, and prices hold steady for that commodity. Cane syrups hold steady in price.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2-lb. tins, 2 doz. in case		3 25
Cases, 5-lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, lb., 5¾c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.	....	0 64
West India, gal.	0 40	0 43

India and Ceylon Teas Advance in London

Toronto

TEAS.—Cable advices from London on Monday and Tuesday of this week stated the market in all grades of Indian and Ceylon teas were ½c to 1c per pound higher in price. This advance is in agreement with the opinion expressed by leading tea authorities, and which was noted in CANADIAN GROCER last week. Pekoe Souchongs have advanced 1c per pound locally, and are now quoted 24c to 25c for good average grades.

	Per lb.	
Pekoe Souchongs	0 24	0 25
Pekoes	0 24	0 26
Orange Pekoes	....	0 28
Broken Pekoes	....	0 30
Broken Orange Pekoes	....	0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coarser Grades of Coffee Are Up 1c Pound

Toronto

COFFEE.—In the primary market, coffee is firmer, with coarse grades, such as Rios and Santos, up 1c per pound. Locally there have been no advances as yet. Prices in coffees in the primary market are considered cheap at the present time in the face of the inflation of other commodities, but the lack of sustained buying tends to keep the market in a more or less condition of equilibrium. The quantity of coffee afloat for the United States is now 856,000 bags, as compared with 988,000 at this same time last year. The stocks at Rio and Santos are much heavier than at this time last year, the number of bags last year being 2,490,000 and at the present time 3,214,000 bags. In the face of the poor demand from Europe, United States is about the only available market at the present time. With heavy stocks the demand is naturally not of such a nature to send prices skyrocketing.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Carraway Advanced: Export Duty on Seed

Toronto

SPICES.—In the local market carraway seed advanced 5c per pound during the week in keeping with the firmness in the primary market. The export duty

that it was reported some time ago was likely to be put on by the Dutch Government has become a realization, and has been a factor in sending prices upward. Black pepper is very firm at 29c per pound. Cream of tartar is also firm. Some importers are at a loss to know why the cream of tartar market has been easier at any time during the past few months. They state they can see no reason for it, except a sympathetic movement, due to the success of the Allies early in the summer. The demand for spices of all kinds has been exceptionally good, some of the wholesale houses reporting that they are a week behind with orders.

Allspice		0 18
Cassia		0 32
Cinnamon		0 60
Cayenne		0 35
Cloves		0 35
Ginger		0 30
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole		0 40
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 40
Cream of tartar		0 51

Will be Some Seeded Raisins for Delivery

Toronto

DRIED FRUITS.—The California Dried Fruit Association this week announced that they would be prepared to name a price on seeded raisins. All prices had been withdrawn following the recent damage to the crop by rains. Local importers received this information with a great deal of interest, for it meant that those who have not already secured their stocks would have some chance. It was expected the association would name their prices on Wednesday. The prune market is firm. Stocks in growers' hands are smaller at this time than for many years. Packers are in control of the situation. There are practically no offerings for the smaller sizes of prunes. California currants are scarce. Prices have not yet been named for the new crop. Among the local wholesalers, Patras have advanced 1c per pound, and Vostizzas a like amount. Candied lemon peel has advanced ½c, and A1 peaches are up ½c. There is a general firmness in the dried fruit market.

Apples, evaporated, per lb.	0 08½	0 10
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	....	0 22
Orange	....	0 23
Citron	....	0 26
Currants—		
Filiatras, per lb.	0 18½	0 19
Patras, per lb.	....	0 20
Vostizzas, choice	....	0 22
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes, faced	....	0 11½
40-50s, 25 lb. boxes, faced	....	0 12¾
90-100, 50 lb. boxes, faced	....	0 09
Peaches—		
Choice, 50-lb. boxes	....	0 10
Std's, 50-lb. boxes	....	0 09½
Fancy, 25 lbs., faced	....	0 12
Raisins—		
Valencia, Cal.	0 07¾	0 08½
Seeded, fancy, 1-lb. packets	....	0 12
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16-oz. packets	....	0 14

Sharp Advance in Primary Tapioca Market

Toronto

RICE AND TAPIOCA.—There has been a sharp advance in the primary market in tapioca of 1½c. There is no Singapore tapioca available for shipment at the present time. Some Penang is being sold, and is about the only kind available at the present time. Locally the price has firmed to the extent of ½c per pound, and is now quoted up to 10½c. There is a good demand for rice, with prices holding steady. Rice is the one article that has not as yet shared in the general advance in all commodities, and dealers expect there will be a firming in this market in sympathy with other commodities.

Rangoon B, per 100 lbs.	....	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	....	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 09½	0 10½

Farmers Are Not Inclined to Sell Beans

Toronto

BEANS.—There is a firm tendency in the bean market. Most of the old stocks of Ontario beans have been cleaned out. It is reported the new crop is of extra good quality, although it will be short. There is a firmness in the Michigan bean market, those for immediate and prompt shipment selling as high as $6.25 per bushel. Ontario farmers are holding for high prices. Some shipments of Rangoon and Japanese beans are on the way, and these will have a tendency to keep prices down. An embargo has recently been placed on the shipment of Rangoon beans by the British Government. This will have some effect on the local bean market.

Ontario, primes, per bushel	5 25	5 50
Rangoon, per bushel	5 00	5 25
Japanese, per bushel	....	5 00
Limas, per lb.	0 08½	0 09

French Government Has Embargo on all Walnuts

Toronto

NUTS.—Cable advices received by local nut importers stated the French Government has placed an embargo on shipments of all nuts, both shelled and in the shell. It is pointed out that if the embargo is not lifted there will be serious condition in the walnut market. Last year, however, the embargo was placed on, and was later modified so that shipments could be made. It is not known whether this will be done again this year. If the embargo holds tight, it will mean that nuts now on order will not leave France as usual by November 15 in order to reach this country for the Christmas trade. Goods are just now ready for shipment. If the embargo is meant to hold tight all supplies of nuts in France, it is expected that the prices of nuts held at present will take a big jump in the near future. Tarragonas are firmer and higher in price this week by 1c to 2c per pound. New crop chestnuts are quoted at $2.25 per peck.

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	....	0 20
Chestnuts, per peck	....	2 25
Peanuts, lb.	0 13	0 14

Canned Goods Market in Uncertain Condition

Toronto—

CANNED GOODS.—There is considerable uncertainty among local wholesalers as to the prices that should be charged for canned tomatoes and corn. In some instances there was an advance on tomatoes to $2.25 per dozen for 2½ lbs., while others were quoting as low as $2.02½. There is the same uncertainty as to corn, although the range in prices asked is not quite as great. Some of the wholesalers are not quoting prices until they have their orders filled.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	....	1 15
Pinks, 1-lb. talls	....	1 50
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2½s	2 02½	2 25
Peas, standards	....	1 25
Corn, 2's, doz.	1 47½	1 50
Corn, 2's, doz.	....	1 30
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins	....	1 50

Package Cereals Are Firm With Advances

Toronto—

PACKAGE CEREALS.—An advance of 10c per case was recorded in the price of cornflakes in packages during the week, which makes the price now $2.95. There is a firmness in the rolled oats package goods also. Recent advances place the quotations for the round packages at $4 and the square at $4.75 per case. There is a firmness in shredded wheat, with rumors of probable advances from certain quarters. Whether these will materialize is not yet apparent. They are now quoted at $3.60 per case.

Cornflakes, per case	$2 95
Rolled oats, round, case	4 00
Square, case	4 75
Shredded Wheat, case	3 60

Lake Herring Coming In Better Quantities

Toronto

FISH.—Herring from Lake Ontario has been coming in better quantities during the past week. Prices, however, have held firm in this commodity. The supply of trout has been fair, with the demand keeping pace. Whitefish continue to be scarce. The last car of fresh halibut arrived last week. Fresh Western salmon is also off the market, and

frozen cohoes salmon is taking their place. Shrimps for the fall trade are due to arrive in the near future. Oysters hold steady at the quotations of last week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	0 12	0 13
Digby herring, bundle of five boxes	....	1 00
Smoked boneless herring, 10-lb. box	1 25	1 50
FRESH SEA FISH.		
Halibut	0 16	0 16½
Haddock, fancy, express, lb.		0 09
Steak cod, fancy, express, lb.		0 12
Flounders, Maritimes		0 08
New York		0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb.		0 13
Herrings, lb.		0 07
Lake trout		0 12
Oysters—		
Standards, gal.		1 85
Selects, gal.		2 85

California Red Grapes and Florida Grapefruit

Toronto

FRUIT.—California Red Emperor grapes arrived in the market this past week, and are selling in small 33-lb. barrels at $5. These grapes are packed in cork, and are reported to be of good quality. Florida grapefruit also reached the market during the week, and are quoted at $4 to $5 per case, according to the sizes. They range all the way from 36's to 126's. Ontario fruit is scarce, the season being about over. Most of the wholesale men will move to their winter quarters this week, when the market at the foot of Yonge Street will be closed. Crab apples and the Smock's yellow peaches are about at an end. California prune plums are also off the market. Ontario apples have been arriving in fairly good quantities, the prices ranging $3 for No. 3's, $4 for No. 2's, and $5 for No. 1's, with some No. 1 Snows selling as high as $6. One of the new fruits to arrive during the week were some California avodoca. These look a little like grapefruit in size, are red in color, but have an end on them like a quince. They are used for salads. The price quoted on them was $3.25 to $3.50 per dozen.

Apples, basket	0 25	0 50
Barrel	3 00	5 00
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	2 75
Cranberries, bbl.	8 75	9 00
Boxes, 28-qt.	....	3 00
Oranges—		
Jamaicas, box	3 50	4 00
Oranges, late Valencias, case	5 00	5 75
Grapes—		
Cal., case	2 50	3 00
Ontario, 6 qt.	0 25	0 30
Tokays, case	3 00	3 25
California Red Emperor, 33-lb. drums	....	5 00
Grapefruit, Fla., case	4 00	5 00
Lemons, Cal., case	....	7 00
Pears—		
Canadian, 6-qt. basket	0 20	0 30
Canadian, 11 qt. basket	0 30	0 50
Quinces, 11 qt.	0 60	0 85

Potato Prices Go Up Still Another 15 Cents

Toronto

VEGETABLES.—An advance of 15c, following a like upward tendency last week, characterized the market in potatoes. New Brunswick Delawares are now quoted at $2 to $2.15 per 90-lb. sack. Sweet potatoes are also firm in price and are quoted at $1.75 to $20 per hamper and $6 per barrel. Ontario potatoes are quoted at $1.85 to $2 per bag, with very few in the market. Ripe tomatoes are now very scarce. Those that are in the market are bringing a higher price, ranging from 40c to 60c per 11-quart basket. Watercress and vegetable marrow are both off the market. Some large 200-lb. crates of cabbage reached the commission men, which sold at $3.75 to $4. Red cabbage in 27-lb. crates sold at $1.50. Cabbage in the barrel is slightly firmer in price. In some lines the market was fairly well stocked up, but the demand was not brisk

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	....	1 50
Carrots, bag	1 35	1 50
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6 qt.	2 00	3 00
Onions—		
Spanish, crate 120 lbs.	4 75	5 25
American, 100-lb. sack	3 75	4 00
Potatoes—		
New Brunswick, Delawares, 90 lb. sacks	2 00	2 15
Sweet, New Jersey, hamper	1 75	2 00
Ontario, 90-lb. bags	1 85	2 00
B.C., 90-lb.	....	2 00
Tomatoes, Canadian, 11 qt. basket	0 40	0 60
6-qt. basket	0 15	0 25
Green, 6-qt.	0 15	0 20
Watercress, 11-qt.	....	0 50
Parsley, 11-qt.	....	0 50
Turnips, 11 qt. basket	0 30	0 40
Yellow, bag	....	1 00
White, bag	....	1 25

MANITOBA MARKETS

WINNIPEG, Nov. 1.—The most important news this week, as far as the retailer is concerned, is the advance in the price of canned tomatoes and corn. These, as predicted by CANADIAN GROCER some weeks ago, have opened at prices practically double what they were last year. While jobbers had not decided at the time of writing what prices they would ask for new pack goods, it looked as though the average price would range around $5 and $5.50 for 2½'s. Last year tomatoes opened here at about $2.45 and $2.50 Corn this year is liable to be anywhere between $3.15 and $3.50. The latter price is about double last year's figure. One house is asking $5.45 for old pack tomatoes. These, of course, are 3's, but compare this price with what was being asked here in September for tomatoes.

With grains touching high levels, the prices of cereals are soaring. Rolled oats in bulk took another jump, this time to $3 for 80's. Quotations on both cornmeal and oatmeal are higher. It was imperative, with the wheat market advancing, for millers to raise their price of flour. At the time of writing they were asking $9.80 for first patents.

A number of advances took place at the end of last week. Crisco was advanced again on account of the high cost of raw material. This is the second advance in a very short period. It is quoted at $7.35 per case, making a total advance of 50c. Other lines to go up were Kellog's corn flakes 5c per case, and St. Charles Milk, 25c per case. Barley is up in sympathy with all other grains, and the following high prices are being asked to-day: Pot, per sack, 98's, $4.40-50; pearl, sack, 98's, $6. Corn starch has advanced ½c lb., due to strong corn market, and for the same reason corn syrups are up 30c per case, two advances having occurred last week. This brings the price for 2's per case of 2 dozen to $3.48. There has been an advance on Fels Naphtha amounting to 40c per case, also due to high cost of raw material.

Olives are one of the few lines for which retailers are not paying higher prices. They are to-day about 10c per gallon higher, but most bottlers protected themselves, and their price to the retailer has, therefore, not been advanced. Gelatines, used in the manufacture of jelly powders, are hard to procure, and, with sugar still high, this is keeping the price of jelly powders firm.

Winnipeg—

SUGAR.—There was some confusion in the trade last week when it was stated that the market advanced 20c and 25c, bringing it to a basis of $8.65. The second advance was only made by three refiners. Three others only advanced 10c at the end of the week. So that the market was really on a basis of $8.50. There was very little buying on the part of the jobbers, as most of them are well stocked up. Latest reports from refiners last week-end were to the effect that the market in New York has gained further strength. Some refiners in New York have advanced their refined again.

Winnipeg

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (109-lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 65
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 25

Second Advance On Corn Syrups

Winnipeg

SYRUPS.—The trade was rather startled to learn of two advances in corn syrup; the first took place on Monday, October 23, and the second on the following Thursday. The first was a 10c advance, the second one of 20c. This brings the basis for 2's per case of 2 doz. to $3.48. Molasses remains high and hard to get. Cane syrup has not yet been affected by the advancing sugar market.

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, ½ doz.	3 73
20s, per case, ½ doz.	3 72
½ barrels, cwt.	5 35
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal
Barbadoes, ½ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, $2.35; 24 x 3 lb.	

Dried Fruits Mostly Firm and Higher

Winnipeg

DRIED FRUITS.—Prunes are holding firm, and brokers are advised that they will be higher. Currants will be short. Jobbers are buying what they can lay their hands on at exorbitant prices. No new prices have yet been named on raisins. It will be recalled that quotations were withdrawn on account of damage to crop. However, there will be lots of raisins on the market. Apricots are advancing, and peaches should be shortly. New evaporated apples are not in yet, and they will be very scarce and high. When it is stated they are costing the jobber between nine and ten cents, it can be imagined what the price to retailer will be. Last year the retailer was paying between seven and eight cents. There are very few evaporated apples of good quality on the Winnipeg market to-day. Some houses have none to offer.

Dried Fruits—		
Pears, choice, 25's	....	0 12½
Apricots, choice, 25's	....	0 14½
Apricots, choice, 10's	....	0 15½
Peaches—		
Choice, 25-lb. boxes	....	0 08
Choice, 10-lb. boxes	....	0 09
Currants—		
Bulk, cleaned	....	0 17
12-oz. pkgs., cleaned	....	0 15
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 12-oz. pkgs.	....	0 08½
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10¾
16 oz. choice, seeded	....	0 09¾
12 oz. fancy, seeded	....	0 08½
12 oz. choice, seeded	....	0 08
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08¾
3 crown, loose, 50's	....	0 08½
Raisins, Cal. Valencias—		
25-lb. boxes	....	0 09
50-lb. boxes	....	0 09¾
Prunes—		
90 to 100, 25s	....	0 07½
50 to 60, 25s	....	0 09¼
Peels—		
Orange, lb.	0 17¾	0 18
Lemon, lb.	....	0 18
Citron, lb.	....	0 21¾

Coffee Unchanged Locally

Winnipeg

COFFEES.—There is practically no change in the primary or local market this week.

Coffee—		
Green, choice, No. 7 Rio	0 15	0 15¼
Green, choice, No. 5 Rio	....	0 16¾
Green, Santos	0 17	0 17½
Roasted Rio, in bulk, bbls.	....	0 19½
Roasted Santos	0 22½	0 24
Maracaibo, green	0 19	0 20
Chicory, lb., Canadian, 14-lb. tins	....	0 10½

Winnipeg—

Spices Very Firm

SPICES.—Primary market on a number of lines is slightly stronger, but the increase is not very great. The next thirty days should see big buying in spices on the part of the retailer. Lines on which the latter will pay more are: Peppers, two to four cents more; cloves and nutmegs are considerably higher; other lines will perhaps be a cent per lb. more than a year ago.

Allspice, ground	0 11½	0 14½
Cassia, ground	0 19	0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 23½	0 26
Cloves, ground	0 31	0 32
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes	....	0 30
Ground, white, 10-lb. boxes	....	0 37
Whole, white	....	0 29½
Whole, black, 25-lb. pails	....	0 27½

CONDENSED MILK PRICES

The prices of condensed and evaporated milk appeared in error in the advertisements of the Malcolm Condensing Co., St. George, Ont., in the last two issues of CANADIAN GROCER. The new prices, which came into effect on Wednesday, November 1, are as follows: St. George Evaporated Milk, family size, $4.10 per case; St. George Evaporated Milk, hotel size, $4.55 per case; Banner Condensed Milk, per case, $6.50; Princess Condensed Milk, case, $5.60; and St George Coffee, per case (2 doz.), $5.

Canned Goods Double Last Year's Figures

Winnipeg—

CANNED GOODS.—Few jobbers were in a position last weekend to name a price on new pack tomatoes and corn, but from the opening prices named by the canners, were able to give an approximate idea of what they would quote the retail trade. First let it be stated that price of tomatoes this year is a record one, as indicated in recent issues of CANADIAN GROCER, and are much higher than anticipated. A jobber made a guess two weeks ago that new tomatoes would cost the retailer as much as $3.75 case. The price will be nearer $5.00 or $5.50, and this is for 2½'s. One jobber estimated that he would sell at $5.00 or $5.25 for tomatoes, and $3.50 for corn. Some idea of the advance which has taken place in canned tomatoes can be gathered from the fact that one house is to-day quoting $5.45 for 3's old pack, and $3.55 for corn. Retailers will find that quotations vary widely. As in the case of salmon, many houses will not be anxious to sell, otherwise some of them will be out of stock, deliveries of tomatoes being only 25 per cent., and corn 50 per cent. The opening price for tomatoes was about $2.00 per case higher than last year. Whereas the retailer will be paying $5.00-$5.50, last year he paid $2.45 to $2.50; thus the price of tomatoes this year is more than double what it was a year ago. Corn also opened at about double last year's figure.

Poultry Coming In Better

Winnipeg—

FISH AND POULTRY.—Halibut was selling at 15c last week, but it was scarce, and dealers expected it to be higher this week. Pickerel is a little scarce at 10c, but all other lines of fish are fairly plentiful. As soon as the freeze up takes place, Atlantic fish will be here in quantities. Poultry is coming in better, and the following prices are asked this week: chicken 24c, which is a decline of 2c; turkey 32c, which is lower than a week ago, and geese and ducks around 23c.

Fish—		
Fresh salmon	....	0 16
Fresh halibut	....	0 15
Lake Winnipeg whitefish	....	0 10
Fresh finnan haddie	....	0 11
Kippers, per box	....	2 00
Fresh lake trout, per lb.	0 12	0 12½
Bloaters, per box	....	2 00
Salt mackerel, 20-lb. kit	....	3 50
Pickerel, lb.	....	0 10
Poultry, Live—		
Fowl	....	0 20
Roasting chicken	....	0 24
Turkey	....	0 32
Ducks	....	0 25
Geese	....	0 22

Oranges Show Upward Tendency

Winnipeg—

FRUITS AND VEGETABLES. — Tokay grapes are about done. They are asking $3.50 for these that are left. Ontario grapes are done, and this fruit is hard to get, although new supplies are expected next week. Oranges show a tendency upward, Valencias this week bringing $6.25 per case. California lemons continue at $7.50, to which point they dropped last week. Peaches and Italian prunes are done. Manitoba potatoes are being offered at 90c per bushel. Grape fruit is down to $7.50 case.

Fresh Fruits—		
Apples—		
Alexanders, No. 1	....	5 50
St. Lawrence, No. 1	....	6 00
Washington Jonathan	2 00	2 75
McIntosh Red, No. 1	....	2 25
Bananas, lb.	....	0 04½
Grapefruit, case	....	7 50
Grapes, Ont., basket	....	0 25
Grapes, Ont., basket	....	0 25
Grapes, Tokays	3 25	3 50
Valencia oranges, case	....	6 25
California lemons	....	7 50
Vegetables—		
Manitoba potatoes, bushel	....	0 90
B.C. onions, 100-lb. crates	....	3 50
Spanish onions, case	1 50	1 75
Tomatoes, California box	....	2 25
Celery, B.C., lb.	....	0 08
Head lettuce, Cal., crate	....	4 50

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 1.—Flour is still on the up-grade and is now quoted at $5.05 per sack for Manitoba first patents. Rolled oats have advanced to $3.50. Sugar has advanced 10c. and is firm at $9.05. Corn syrups have advanced 20c. a case. Macaroni has advanced 15c. a case. Soda biscuits all sizes have also advanced. Lard, 3s, is now quoted at $11.70. Pot barley has advanced $1.50 hundred. Candied peels are all 2c. per lb. higher. Lye, twine, corn flakes and beans are all higher this week. Split peas are expected to advance. White beans are also on the upgrade and a price of 10c. is probable in the future. New crop prunes, 90-100s, are quoted at 9½c. Advances on corn broom have gone into effect and they range from 50c. to $1 dozen higher than formerly. Advances on condensed milk, soap and package flour may be expected.

CALGARY:		
Beans, small white Japan, lb.		0 08¼
Flour, No. 1 patents, 98s		5 05
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		3 35
Rice, Siam, cwt.		4 75
Sago and Tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 95
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.		0 40
Lard, pure, 3s, per case		11 70
Bacon, smoked backs, lb.		0 22
Bacon, smoked sides, lb.		0 24½
Eggs, new-laid, doz.		0 45
Eggs, storage, case	11 00	11 50
Tomatoes, 2½s, standard case		5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 1.—Better weather conditions are now prevailing throughout Saskatchewan and farmers are now able to get on the land with machinery. Threshing has commenced again. A number of further advances have taken place this week. Flour, first patents, is now quoted at $10.20 per barrel. Rolled oats have advanced and are now quoted 80s, $3.40; 20s, 88¾; 40s, $1.72½; bales, $3.75. Sugar has advanced and is now quoted at $8.84 for pure cane, granulated. Lard has advanced and 3s are quoted at $11.80 case. Apples in gallons are now quoted at $2.10. Salmon, sockeyes, tall, are quoted at $10.85, pink talls, $6.25. Crisco has advanced 50c. case, to $7.35. Pork and beans have advanced from 50c. to $1 case. Canned milks have advanced 25c. case. Cornmeal is higher and is quoted 24c, 84½c.; 49s, $1.60; barls., $3.45.

Beans, small white Japan, bush.		4 55
Flour, No. 1 patents, 98s, per bbl.		10 20
Molasses, extra fancy, gal.		0 71
Rolled oats, 80s		3 40
Rice, Siam, cwt.		4 35
Sago and tapioca, lb.		0 08
Sugar, pure cane, granulated, cwt.		8 84
Cheese, No. 1 Ontario, large		0 24½
Butter, creamery, lb.		0 37
Lard, pure, 3s, per case		11 80
Bacon, smoked backs, lb.		0 28
Bacon, smoked sides, lb.		0 30
Eggs, new laid		0 45
Eggs, storage, No. 2		0 40
Tomatoes, 3s, standard, case		4 35
Corn, 2s, standard, case		3 55
Peas, 2s standard, case		2 88
Apples, gals., Ontario		2 10
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 25
Peaches, 2s, Ontario, case		3 95
Salmon, fines sockeye, tall, case		10 85
Salmon, pink, tall, case		6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 1.—With one exception market changes this week all add further to cost of living. One exception is canned tomatoes which quoted last week at $5.40 since then adjustment affected and prices lowered to $4.70; bacon jumped three cents and is now quoted breakfast 27 to 29, roll 22 to 24. American clear pork is up 75 cents to $36.75 and $37.50. Butter has again advanced and dairy is now 34c. to 40c., creamery, 40c. to 42c. lb. New laid eggs are scarce and firm at 40c. to 50c. dozen; case eggs are higher at 36c. to 39c. Pure lard has advanced to 20½c. to 20¾. Lard compound is now 16½c. to 16¾c. Cheese is up to 23 to 23½c. Corn meal has advanced 40 cents and is now 2.50 per bag. Flour shows thirty cents advance, Manitoba $11 and Ontario $10.05. Rolled oats are up to $7.75. Potatoes are climbing and now at unprecedented price for this time of year of $3.25 to $3.50 with further advances expected. Sugar shows ten cents advance and is now quoted, standard, $8.05 to $8.10. United Empire, $7.95 to $8. Bright yellow, $7.85 to $7.90. No. 1 yellow, $765 to $7.70. Paris lumps, $9.25 to $9.50. Beans are higher and are now quoted at $6.25 for both white and yellow eyed.

Flour, No. 1 patents, bbls., Manitoba		11 00
Ontario		10 05
Molasses, extra fancy, gal	0 60	0 61
Rolled oats, bbl.		7 75
Beans, white, bush.		6 25
Beans, yellow eyed		6 25
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23	0 23½
Butter, creamery, lb.	0 40	0 42
Lard, pure, 3s, lb.	0 20½	0 20¾
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 36	0 39
Tomatoes, 3s, standard case		4 70
Corn, 2s, standard case		3 50
Peas, 2s, standard case		3 00
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 60
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	5 60	5 75

FLOUR AND CEREAL MARKETS

(Continued from page 38.)

Mill Feeds—	Per ton	
Bran	28 00	30 00
Shorts	31 00	33 00
Special middlings	34 00	36 00
Feed flour, perton	44 00	49 00
Ontario oats, outside points	0 62	0 64

FLOUR FIRM AT RECENT ADVANCED PRICE

Winnipeg

FLOUR AND CEREALS.—First patents are to-day offered at $9.80. There were two jumps of twenty cents last week. The latter advance was delayed after the millers had decided to put it into force by a temporary easiness in the market. Saturday however saw the new price—$9.80 being asked. The weather conditions in Western Canada have been favorable to the bull element, and there is still considerable talk of two dollar wheat. The crops are not really spoiling, but the tendency is to cut down its quality after being treated to snow and rain, and a lot of it will likely grade tough; but even at that, farmers will get good prices compared with those of other years. Rolled oats jumped to $3.00, due to the high price of oats, and manufacturers are experiencing more difficulty securing good milling oats. There is every indication of this product being high during the winter months. Package oats remain at $3.90. Cornmeal is higher, and oatmeal has advanced in proportion to the advance in rolled oats. Bran and middlings are on the same basis, with no new features to feeds, except that chops are up. Mixed chop is now $39, oats $38, and barley $40.

Flour—		
Best patents		9 80
Bakers		9 30
Clears		8 60
XXXX		7 60
Cereals -		
Rolled oats, 80 lbs.		3 00
Rolled oats, pkgs., family size		3 90
Oatmeal, standard and gran., 98 lbs.		3 35
Cornmeal, 98 lbs.		3 00
Feeds—		
Bran, per ton		24 00
Shorts, ton		26 00
Middlings, ton		26 00
Mixed chop, ton		39 00
Oats, ton		38 00
Barley, ton		40 00

THROUGH OTHER SPECTACLES

NO LOAFING ALLOWED

From the *American Grocer.*

Passing a customer along down the line from one clerk to another in a vain effort to sell him when you haven't what he wants is not what I mean when I recommend team work in selling.

Don't wait for the other fellow to go to sleep so you can steal away his trade without a struggle. He may be a wakeful chap.

Unless you get your clerks working to develop interest in a new line of goods you have added, what chance have you of making it go?

Consider every mistake a serious matter, even though no disastrous results are likely to come from it. It is bad enough to have a way of making mistakes.

You may make a living merely for what there is in it, but you will never be a success.

Hurrying one customer because there is another one in sight who looks more like ready money is taking chances of losing the bird in the hand.

If you neglect or refuse to keep a close watch of the figures of your business some day you will have your eyes opened by a surprise that will not be all a pleasant one.

Develop your salesmanship all you can by practice, but don't stop with that. Get good salesmanship literature and learn the scientific side of it as well.

The more you know about the sources of your goods and the methods by which they are made the better you will sell them, and the place to learn is in your trade paper.

Just because a person does not seem to be willing to patronize your store is no reason for not trying to get his trade. Quite the reverse.

Because people say times are prosperous and lots of business is in sight is no reason for letting up any in your efforts to get more and to hold what you have.

When a person comes into your store for information, try just as hard to get them the information they want as you would to get them goods they might want.

Booze and business will not mix. You cannot put even a little booze into a great deal of business without it showing.

Successful salesmanship is something more than merely sticking to a customer like a burr to a horse's tail. Sometimes it is worth as much to know enough to let go as to know enough to hang on.

HOW THE CLERK DOES IT

From the *West Coast Trade.*

Anything else? Any tea, coffee, baking powder, spices, starch, blue, flour, soap, bacon, lard, eggs?

That was how a "salesman" of a few years ago was taught to sing off his little lesson. Only it wasn't sung. It was fired.

To day we "do different." The starch and the blue and the soap take care of themselves. We have a different line of stuff at hand really at hand. Samples of goods that need to be moved for the sake of money and space.

Then begins the "watchful waiting."

In comes my lady of the big car. She leaves her order. Incidentally I mention canned cherries. I hold that "extra" grade in my finger and thumb. I show her the size of the fruit from the label illustration. I give the dozen price. I describe the sweetness and richness of the syrup, the spotlessness of the cherry itself, its flavor and beauty of form.

I sell her.

Others arrive at my counter, some of them big buyers, some of them little buyers. But all of them particular.

I reach for my extra standard pears at 25 cents—$2.75 a dozen. I tell about their being halved, and how pretty looking the fruit turns out because of careful, scientific handling.

I speak just loud enough to get the ears and eyes of a few others.

A wee lecture to a wee audience.

But I don't mix blue nor soap with my specials.

In bounces the woman herself with the kids, hearty and healthy and honest looking she is. She's the kind that keeps our pot boiling.

The barrel of flour customer. The three pounds of tea customer. Anyway, her bill will figure up three V's, spot cash.

What do I now reach for when the order is taken? A can of extra standard tomatoes at $2 a case. Good tomatoes too. Anything else? Yes, corn at the same price, and I sell her without any elaborate description, because she has a lot of hungry mouths to fill. And they aren't fancy label eaters, either.

Counter specializing, boys is simply the art of showing the right thing to the right person at the right time, and knowing the right way to talk about these things. Rattling off a lot of penny stuff at a racer car gait doesn't sell goods. Besides it never gets you anywhere.

Push the thing that needs pushing. Talk the thing that needs talking. By doing this you not only clean up heavy stock, but you learn a lot by your very act. Because a man isn't going to talk about an article unless he finds out a whole lot about that article.

CREDIT TO CASH

From *The Drummer.*

How long, Mr. Merchant, are you going to employ loafers?

Haven't a loafer in the place? We can see several.

Where? Why, right over there behind that counter

You don't see them? Well, you just come with us and we'll show you a score.

No, we don't mean your clerks.

We'll admit that you wouldn't have an idler on your pay-roll, but in the name of common sense, be consistent. Why confine the anti-loafing rule to your salesmen? Be just and apply it to the whole store.

"No Loafing Allowed."

If you strictly enforce that rule, you'd lose half your stock, and a good riddance it would be. Why must you put all the burden of profit-making on a part of your stock? Why must you use the remainder as a hobble on your really active goods?

What's the matter?

Half your stock has no chance to work. It is literally dead and buried, hidden behind stacks of staples, and under counters.

Goods must be seen to be sold.

Haven't room? Then you're overstocked. The ideal store carries no more goods than it can display, and if you have a ten by twelve stock in a two by four room, you're paying good money for the services of loafers.

Give your goods a chance. Don't hide them away and expect your trade to guess that you carry them. Displays and sales go hand in hand, and goods must be seen to be sold.

Does your big retail mail order competitor list only half his goods in his catalogue, depending on customers to ask for the rest? If he did, he'd soon be bankrupt, and so will you, if you continue to make your store impersonate a warehouse.

Squirrels are the only folks we know who hoard up supplies in hidden spots and they have a reason. They don't want other squirrels to find their stock; their bread and butter depends upon their hiding ability.

But your bread and butter depends upon your ability to display goods attractively, and unless you wish to turn warehouseman, you'd better see that your goods abide by this rule:—

"No Loafing Allowed."

RETURNED GOODS AND SICKNESS

From *The Tradesman*

The health commissioner of Omaha recently issued a public statement that the policy of returning goods bought from stores was a menace to the public health. The goods might go into homes where there were disease germs and so spread them to other homes, and to clerks in the store. In this way contagious diseases might be spread over the city with great rapidity. The Omaha stores, as *The Tradesman* has mentioned previously, are adopting various plans to cut down the evil of returned goods. But if this principle applies to the stores of a city, with how much greater force it applies to mail order house buying. A quantity of goods is returned every day to the great mail order houses from all sections of the country. They pass through many hands going and coming, and in the homes where they have been purchased. This subject was given prominence during the big epidemic of infantile paralysis in New York City. It should continue to be emphasized by the merchant as a disadvantage, rather a positive danger, of mail order buying. The members of a man's family mean more to him than all his possessions. He should never miss an opportunity to guard their health and happiness.

SOAKED PEAS

Owing to the high prices for canned peas, both in the States and Canada, the United States packers are again resorting to the practice of canning dried peas. According to the United States law these must be labelled "Soaked Peas." Some of the United States packers, however, are of the impression that these can be exported to Canada, and not labelled as "soaked."

It is well that the retail merchants throughout Canada should be properly posted on the law regarding these peas, as unwittingly they may subject themselves to a heavy fine under the adulteration Act.

According to Bulletin G. 1046, issued by the Department of Inland Revenue, October 29th, 1912:

1—"Canned Peas unless specially designated as below shall be prepared from the harvest of the year in which they are canned, and shall be the unripe peas of the crop of that year."

2—"Ripe peas may be canned provided that the labels show quite clearly that they are such; this may be done either by labelling them as canned ripe peas or by the use of the word 'soaked.'"

3—"Mixtures of ripe and unripe or (green peas) shall be plainly labelled in such a way as to show they are a mixture."

4—"Peas that do not comply with the above regulations shall be deemed to be adulterated under the Act."

What is sauce for the goose should be sauce for the gander, and if the United States consumer is protected by the pure food laws of his country, that should not be taken as a sufficient excuse for palming an inferior article off upon the Canadian consumer. With the present high price for all foodstuffs the consumer has the right to insist upon the quality of the goods he is purchasing. If dried peas are soaked and canned they should be plainly labelled that all the world and his wife may see

FLOUR AND CEREALS

Flour Keeps on Steadily Rising

Two Dollar Wheat and Twelve Dollar Flour Freely Predicted by the Trade

Montreal—

FLOUR AND FEEDS.—Flour left last week's prices thirty cents behind at the beginning of the week, and the market was in such a state of firmness and strength that almost from hour to hour further increases in price were expected. Wheat within ten cents of the two dollar mark, and going steadily firmer, occasioned the condition of the flour market, and the opinion was confidently expressed by those best qualified to voice opinions, that wheat will assuredly touch two dollars, and flour will be at $11 and quite probably $12 before Christmas. That some operation afoot to form a wheat pool is rapidly coming to a climax was the view of market observers, and while it was thought that nervousness might cause some operators to loosen up just before wheat reached the two dollar figure, and so bring about a break in the market, the general opinion was all towards two dollar wheat and probably twelve dollar flour. All tendency to cautiousness in buying seemed to be thrown to the winds, and the market was never more active. Millers are taxed to the utmost of their plants' productive powers to fill orders which are being rushed in persistently at present prices for buyers are evidently convinced that higher and higher prices are inevitable. Demand for mill feeds continues active as ever, and orders are even being turned down through sheer inability to fill them. Prices for feeds keep firmer than ever. Oats are particularly firm at present.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 10	10 20
Second patents	9 60	9 80
Strong bakers	9 40	9 60
Winter Wheat Flour—		
Fancy patents	9 25	9 50
90 per cent., in wood	8 50	9 00
90 per cent., in bags	4 15	4 25
Bran, per ton	28 00	29 00
Shorts	....	31 00
Special middlings	35 00	38 00
Feed flour	44 00	48 00
Feed oats, per bushel	....	0 72

CEREALS IN BULK AND IN PACKAGE GO UP

Montreal—

CEREALS.—All cereals are in very firm market at present, the conditions applying to the wheat market having a strong bearing on the situation as regards cereals. Rolled oats are higher priced, barley, peas, and the wheat products are costing more, and the prices for many lines of case goods—package cereals—have firmed up by fifty cents a case. This amounts to a rise in price of 2½ cents per package to the retailer who will at last be able to pass on the increase comfortably to the consumer instead of having to accept shaded increases on the case which were not sufficient to enable him to raise the price per packet to the consumer with security from competition on a considerable scale. With the market as firm as it is at present, even further increases were looked for.

Barley, pearly 98 lbs.	....	6 00
Barley, pot, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 20
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	....	4 80
Hominy, granulated, 98 lbs.	....	3 30
Hominy, pearl, 98 lbs.	....	3 30
Oatmeal, standard, 98 lbs.	....	3 90
Oatmeal, granulated, 98 lbs.	....	3 90
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 98-lb. bags	3 30	3 75
Rolled wheat, 100 lb. bbls.	....	3 85
Rye flour, 98 lbs.	....	3 30
Whole wheat flour, 98 lbs.	....	4 80
Wheatlets, 98 lbs.	....	5 05

Flour Reached $10 Level During Week

Two Advances Make Record Price for Many Years—Demand for Flour Exceptionally Heavy—Housewife Buying to Bake Her Own Bread

Toronto

FLOUR.—As CANADIAN GROCER went on the press last week, a last-minute panel was inserted, stating that an advance of 20c per barrel was due on Manitoba wheat flour if the market held at or advanced beyond $1.82⅞, at which point it closed on Wednesday of last week. The wheat market did hold and even advanced further. Flour consequently went to $10 per barrel in car lots in a series of two rises—one on Thursday and one on Saturday of last week. In small lots, at the time of writing, Manitoba was selling at $10.20. On Monday of this week the wheat market was easier, October No. 1 Northern at Winnipeg having sold 1¾c under the closing figure of Saturday, the price on Monday being $1.87¼ as compared with $1.89 on Saturday. Under the stimulus of advancing prices there has been an extra heavy demand for flour. Some of the mills have been cleaned out of everything they have in the shape of flour. The weakness in the market on Monday was attributed to the desire of the speculative element in the wheat market to take their profits. Millers do not feel that the top of the wheat market has been reached yet. Consequently they assert they would not be surprised to see even higher prices for flour. Ontario winter wheat flour is holding steady at the advance recorded last week.

	Small lots. per bbl.	Car lots. of 2 bags
Manitoba Wheat Flour—		
First patents	10 20	10 00
Second patents	9 70	9 50
Strong bakers	9 50	9 30
Ontario Winter Wheat Flour—		
High patents	9 00	....
Second patents	8 80	8 56

CEREALS ADVANCE TO STILL HIGHER LEVELS

Toronto

CEREALS.—There has been a general upward trend in the price of cereals during the past week in keeping with the increased price of wheat and other grains. Pearl barley is now quoted at an advance of 25c per 98-lb. sack. Graham flour has gone up 30c, standard and granulated oatmeal 10c per 98 lbs., and rolled oats 10c per bag. Whole wheat flour has advanced 25c and wheatlets are up 15c. There has been an exceptionally heavy demand for cereals of all kinds in the face of advancing prices.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs	4 25	4 50
Beans, prime	5 25	5 50
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 25
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	4 70	4 85
Hominy, granulated, 98 lbs.	...	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 98-lb. bags	....	3 65
Rolled wheat, 100-lb. bbls.	....	3 90
Rye flour, 98 lbs.	....	3 20
Whole wheat flour, 98 lbs.	4 70	4 85
Wheatlets, 98 lbs.	5 00	5 16

MILL FEEDS HOLD STEADY DURING WEEK

Toronto

FEEDS.—There has been a steadiness in all mill feeds during the week. This has been somewhat unusual in the face of advancing prices for wheat. The demand has been good, but at present levels for feed farmers are beginning to feel that prices are high and consequently are curtailing as much as possible. There was a firmness in special middlings during the week in certain quarters, but beyond this there were no upward changes recorded.

(Continued on page 36)

Tillson's Oats

A FOOD NOT-A-FAD

Quality, then Price,

is the foundation on which has been built the splendid popularity of

Tillson's Rolled Oats

The public have come to realize the fact that, let the prices change as they may, Tillson Quality is ever uniform and reliable. Thus it is that "Tillson" Dealers are reaping a splendid profit through featuring this palatable and nutritious cereal food.

Why not get in line? Send your order to-day.

Canadian Cereal & Flour Mills Co., Limited

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Hogs, Live and Dressed, are Firm

Montreal—

PROVISIONS.—The week has been uneventful in the provision market. Prices though firm were unchanged. Lard and shortening which have experienced more than one increase, half a cent at a time, during the past week or so, remained steady. Live hogs sold firmer at the beginning of the week, their price being 12 cents per lb. Dressed were steady at 17 cents. "Very unfinished as regards weight," was the criticism of the expert in regard to the live produce offering, but demand was good, and supplies reasonably plentiful. All lines of provisions are now in good demand, the approach of winter tending to brisken thing up on the markets. In spite of high prices, the people are purchasing readily.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 18¼	0 18½
Tubs, 60 lbs.	0 18¾	0 19
Pails	0 19	0 19¼
Bricks, 1 lb., per lb.	0 20	0 20¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15¼	0 15½
Tubs, 50 lbs.	0 16½	0 16¾
Pails, 20 lbs., per lb.	0 15¾	0 16
Bricks, 1 lb., per lb.	0 16¾	0 17

FIRMNESS NOTICED IN MONTREAL EGG PRICES

Montreal—

EGGS.—Only a one cent change upwards in the price of No. 1 eggs, the lowest quality quoted, is the extent of market variation this week, but it points to the trend of the market for eggs, and higher prices for the better grades may be anticipated also. The supply of eggs arriving in Montreal for the week ending Oct. 28, was 22,732 cases, as compared with 20,870 cases for the previous week. This includes also the export supplies which continue considerable. Cold storage eggs are being used largely now to supplement the supplies of fresh farm gathered eggs and meet local demand which is brisk. More eggs are coming into Montreal this year than at this time last year by a considerable number of cases.

Eggs—	
New laid, cartons	0 45
New-laid, ex cartons	0 46
Selects	0 38
Number 1	0 35

POULTRY PRICES VARY AS QUALITY VARIES

Montreal—

POULTRY.—Although prices offering for first rate crate fed fowls are firmer this week, and readily paid since demand is good for really good poultry, there is still much complaint on the part of dealers as regards the quality of the birds being brought in to market. Whether the farmers grudge the high cost of feeds, or whether they have not the patience to crate feed the birds is not clear, but in any case the producers are missing profits by sending in scraggy fowls. The market prices are as follows, and there are shadings and considerable variations downwards where the poultry offered are poor in quality.

Fowl—		
Chickens, milk-fed, crate, fattened, lb.		0 28
Live fowls	0 12	0 16
Old roosters		0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 26
Young ducks		0 13
Live ducks, old		0 11
Turkeys (old toms, dressed), lb.		0 28

BUTTER IS SCARCE AND GOING HIGHER

Montreal

BUTTER.—Although there is no change in the selling prices of butter to the retailer for the immediate present, yet every indication points to higher priced butter before very long. The market is exceedingly firm. At the Board of Trade in Montreal on Monday, butter sold at 41½ to 43⅜ cents, which brings the price to the wholesaler from the producer up to levels of prices still being quoted to retailer. Just as soon as stocks diminish still further, prices must rise, in the opinion of the best minds on the market. There arrived in Montreal for the week ending Oct. 28, only 7,616 boxes of butter, as compared with 9,211 boxes the previous week, and with 19,906 boxes the week before that. This shows a rapid falling off in receipts of butter, and it may also be noted that receipts of butter in Montreal for this time of the present year are over 1,000 boxes behind receipts for this time last year.

Butter—		
Creamery, prints		0 42½
Creamery, solids		0 42
Dairy prints, choice, lb.	0 36	0 39
Dairy prints, lbs., in tubs	0 35	0 37

CHEESE RECEIPTS KEEP CLIMBING UP STILL

Montreal

CHEESE.—Butter may be falling off but chees is coming in plentifully to Montreal. This shows good productive enterprise on the part of the farmers and creameries, and especially so for the season. There arrived in Montreal 68,985 boxes of cheese for the week ending Oct. 28, and this amount is in excess of last week's production, and of the production for this time last year. As last week's production (66,276 boxes) was considered exceptionally good, opinions as regards this week's arrivals are complimentary to the cheesemakers and farmers. Government orders for export keep up. This week's prices are as last week's.

Cheese—		
Large, per lb.	0 22	0 22½
New, twins, per lb.	0 22½	0 23
Triplets, per lb.	....	0 23
Stilton, per lb.	....	0 25
Fancy old cheese, per lb.	....	0 25

HONEY FOUND IN STEADY DEMAND

Montreal

HONEY.—Supplies of honey from the country are coming in satisfactorily, and at reasonable prices considering the general trend of markets, and the stimulus to greater demand for this food owing to the rising prices of other sweetstuffs such as maple sugar and syrup, cane sugar, etc. There exists a steady family demand for honey which is not always regarded as one of the luxuries, its food value in proportion to its cost being usually appreciated by consumers especially when pointed out by the retailer.

Honey		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60 lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Lard and Compound Advance 1c Pound

Demand for Fats and Oils of All Kinds Sent Price Upward for Considerable Gain—Good Run of Live Hogs and Prices Trifle Easier

Toronto—

PROVISIONS.—Due to the shortage in cottonseed oil, there has been a general advance in pure lard and compound

lard during the week of 1c per pound. Pure lard is now quoted at 19c to 19½c per pound. There is a shortage of cottonseed oil that enters into the manufacture of compound lard, and with the firming in the price of this article the pure lard also advanced in sympathy. There has been a big demand for fats and oils of all kinds with the coming of cooler weather. Live hogs are slightly easier this week. There were good arrivals last week and packers were able to fill their needs without difficulty. Dressed hogs hold at the quotations of last week. Cooked meats of all kinds have held steady in price.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	**0 26**	**0 29**
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19	0 19½
In 60-lb. tubs, ¼c higher than tierces; pails ¼c higher than tubs, and 1-lb. bricks ¼c over tubs.		
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 16	0 16¼
In 60-lb. tubs, ¼c higher than tierces; pails ¼c higher than tubs, and 1-lb. bricks ¼c over tubs.		
Hogs—		
Dressed, abattoir killed		17 50
Live, off cars		11 35
Live, fed and watered		11 10
Live, f.o.b.		10 35

BUTTER IS HEADING FOR 50-CENT LEVEL

Toronto

BUTTER.—There has been no hesitancy during the week in the march of butter prices toward the 50-cent level. This week it is quoted 1c in advance of last week at 43c to 44c for fresh made creamery prints. All other brands of butter have become firmer to the same degree. Supplies of the best grades of butter are coming to the market in light quantities. The make at producing points has decreased 30 per cent. over this same time last year.

Creamery, prints, fresh made	0 43	0 44
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 37	0 38
Bakers	0 34	0 35

CHEESE IS FIRMER WITH LOCAL DEMAND GOOD

Toronto

CHEESE. Cheese prices have shown further strength during the week and have advanced in some instances one-half cent per pound. In the face of the high prices, demand for cheese is reported good, although the high prices are undoubtedly limiting the consumption to a certain extent. Export business still keeps up. At the boards in Ontario sales prices ranged from 21¾c to 21⅞c.

Cheese—		
Cheese, large, per lb.	0 23	0 23½
New, twins, per lb.	0 23½	0 24
Triplets, per lb.		0 23½
Stilton, per lb.		0 24

HELD-UP FRESH EGGS ARE GRADING POOR

Toronto

EGGS.—There is a wider spread in the prices being asked for new laid eggs due to the fact that eggs shipped as strictly new laids are grading up poor, some crates not having over 15 to 20 per cent. of real fresh eggs. For this grade of egg, prices have advanced 5c per dozen. Producers and merchants at country points have been holding their eggs in the hope of higher prices with the result that they have graded lower when they did arrive. In this way the commission men point out that they have lost out. The demands on storage eggs has been heavy and prices have advanced 1c. Selects are also firmer in price.

Eggs—		
New laids, cartons	0 45	0 50
No. 1 storage, ex-cartons	0 37	0 38
Selects, extras	0 39	0 40

POULTRY SUPPLIES COMING VERY HEAVY

Toronto

POULTRY.—Deliveries of poultry to commission houses have been exceptionally heavy during the past week. Some of the large firms are loaded up so heavily that they find difficulty in finding channels to dispose of it. The shortage of feed and high prices for same have been the stimulus to cause the farmer to dispose of his poultry. The number of geese arriving in the market has been large. Many grocers have had to hold them over as there is not a demand for them at the present time, the weather being a trifle warm as yet for people to relish them. Spring chicken prices are 1c under quotations paid last week by commission men for fowl in Toronto.

	Live	Dressed
Spring Chickens	0 14	0 17
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys (over 9 lbs. each)	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

HONEY DELIVERIES ARE REPORTED GOOD

Toronto

HONEY.—Deliveries of honey during the past week have been fairly good, although not quite as large as some of the commission men would like to see. Good prices are being offered by the dealers but there does not seem to be a marked disposition on the part of the producers to let go their honey in overwhelming quantities. In some sections the honey stocks are fairly well cleaned out at producing points while in others quantities are still being held. Prices have held steady during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 12¾	0 13
60 lb. tins	0 11½	0 12
Comb, No. 1, doz.	2 40	2 75

HOG RECEIPTS INCREASED LOWER PRICES EXPECTED

Winnipeg

PRODUCE AND PROVISIONS. The fall run of hogs has commenced, and the market stands firm at $10.50. Eastern local houses have been active buyers. The quality of stock coming forward has shown marked improvement. A gradual increase in receipts is expected, and consequently lower prices. The provisions market is unchanged, but lard prices, in sympathy with prices in Chicago, where there has been a big demand for export, have registered a further advance, and tierces are to-day quoted at 18½c. Compound is unchanged. For creamery butter there has been an active demand all week, and with the make in smaller creameries practically nil, the market has advanced to 40c for No. 1, and 38c for No. 2 Dairy No. 1 has advanced a cent to 34c and cooking stock is quoted 29-30c. No. 1 candled eggs are bringing 35-36c, and there is a good demand at these prices. Receipts of new laids last week were very light. Cheese was firmer last weekend at 22¼c f.o.b. East. There is a wide variation in local selling prices, as low as 23½c being asked, and as high as 25c.

Hams—		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 27¼
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure—		
Tierces		0 18½
20s		3 80
Cases, 10s		10 98
Cases, 5s		11 10
Cases, 3s		11 10
1s		0 20
Lard, Compound—		
Tierces		0 14
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery No. 1	0 37	0 38
Creamery, No. 2		0 37
Best dairy	0 30	0 33
Regular dairy, in tubs		0 30
Cooking		0 28
Fresh Eggs—		
Extras, in cartons		0 36
No. 1's, cases		0 33
Cheese—		
Ontario, large	0 23	0 24
Ontario, twins	0 23½	0 24½

SOAP INTERESTS OBJECT

It is understood that a deputation representing the manufacturers of soap in the Dominion will shortly send a deputation to Ottawa to ask for an embargo on shipments of cattle to the U. S. It is claimed that if this were done it would obviate the necessity of Canadian manufacturers buying the fats of the same animals back and at an advance of 7½c duty plus the ordinary profit of the American firms. The situation is said to be in many ways similar to that existing in nickel.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encylopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than $50,000 to produce this book—but it sells for only $10, delivery prepaid.

Send your order to THE CANADIAN GROCER, Toronto, Canada.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

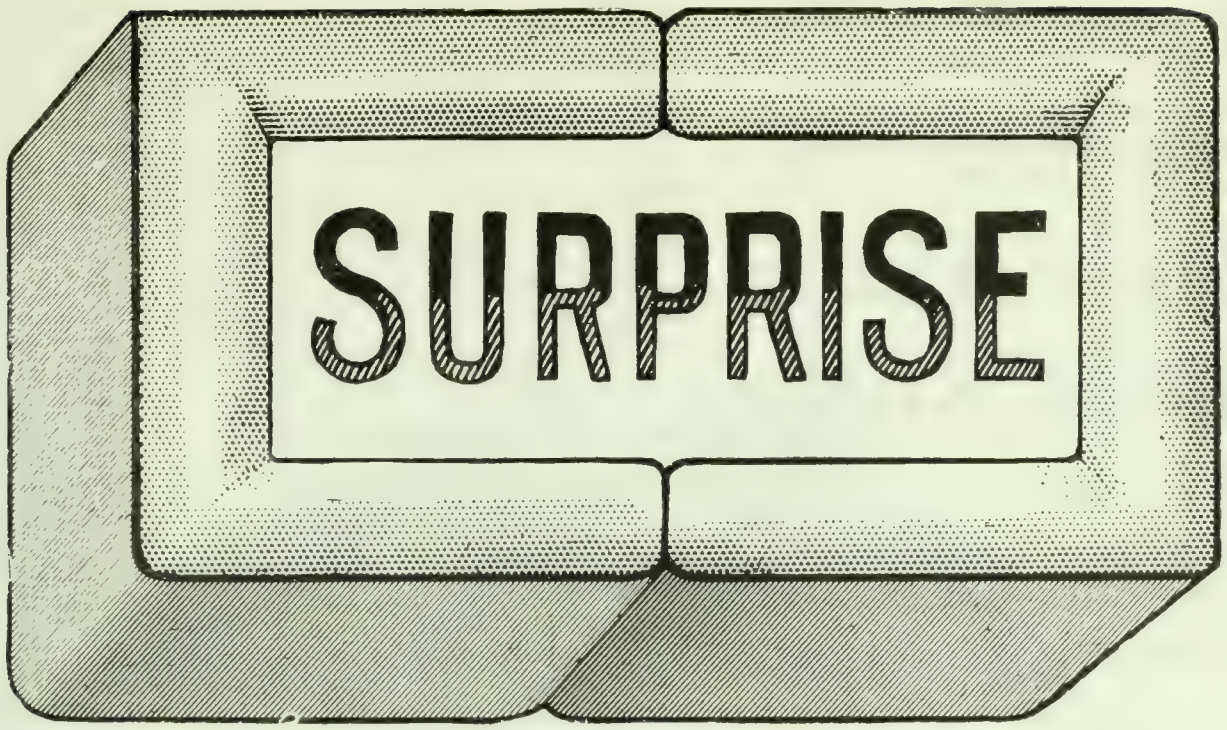
WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



THERE are few articles that look more alike than two cakes of Laundry Soap. The wrappers, the shape, the size, and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't.

Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap look alike. But you would have to cut his head open before you would see where the difference lies, and you've got to put SURPRISE in the wash tub to see why it holds its present place among Canadian consumers.

Once you do this the whole thing is clear in your mind; for while it looks like other soap the distinction is in the QUALITY.

The St. Croix Soap Manufacturing Co.

St. Stephen, N.B.

Halifax, Montreal, Toronto, Winnipeg, Vancouver, West Indies.

Shoulders
Picnic Hams
Short Rolls

Fresh Pickled Smoked

These cuts are quoted at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, '6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 75
Jersey Brand, Hotel, each 24 cans	4 75
Peerless Brand, Hotel, each 24 cans	4 75
St. Charles Brand, Tall, each 48 cans	4 85
Jersey Brand, Tall, each 48 cans	4 85
Peerless Brand, Tall, each, 48 cans	4 85
St. Charles Brand, Family, each, 48 cans	4 25
Jersey Brand, Family, each, 48 cans	4 25
Peerless Brand, Family, each 48 cans	4 25
St. Charles Brand, small, each 48 cans	2 05
Jersey Brand, small, each 48 cans	2 05
Peerless Brand, small, each, 48 cans	2 05

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25.
Boiled Beef, 1s, 3.50; 2s, $7.50; 6s, $25.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.50.

If any advertisement interests you, tear it out now and place with letters to be answered.

All Good Foods

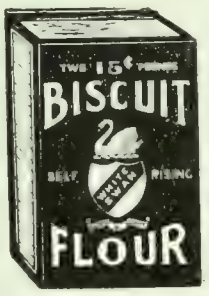
All Fifteen Cents

This is the illustrated part of a handsome show card reproduced by process in natural colors. It stands on an easel and is not too large, being just 17″ x 22″, and the Pancake package will be reproduced on the base, which also carries a few words of advertising.
Besides being artistic it has real selling value and is yours free of charge for the asking.

All of these lines packed 2 dozen to the case at $1.35 per dozen. Your profit 33⅓ on cost—25% nett on sale.

PANCAKE FLOUR (Self-Rising). A perfect blending of wheat, corn and rice flour. Ready for instant use, and requires the addition of nothing to make the most delicious pancakes, muffins and gems, and they will be tasty, healthful and uniformly raised.

A healthful, nutritious food for all seasons.



BISCUIT FLOUR. A choice winter wheat flour. Self-Rising, containing definite percentages of seasoning and leavening, assuring absolute success in baking.

WHEAT FLAKES (Breakfast Porridge). The choicest product of selected Canadian white winter wheat, prepared under a special process which retains the full value of the whole wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfoctory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, Limited

Toronto, Ontario

The best you can give her

—that's just what this new Tomato Catsup of ours is, and a trial supply will convince you that it is a winner right from the beginning.

Sterling Tomato Catsup

is entirely free from Preservatives or Artificial Coloring, and is put up in neat looking, handy-sized bottles that help to promote quick profit-making sales.

Recommend this new line to your critical customers. If they appreciate unusual good quality they will come back for more.

Get it on Display.

T. A. Lytle Co. Limited

Sterling Road

TORONTO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.

Lambs' Tongues, ½s,

Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.

Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $1.20.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.

Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.

In Pails, 25 lbs., 13c lb.

In 50 lb. Tubs, 13c.

In 85 lb. Tubs, 12½c.

In Glass, 1s, $2.30.

Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.

Clark's Peanut Butter—Pails 24 lbs., 17c per lb.

Clark's Tomato Ketchup, 16 oz., $2.40.

Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.75; 12s, $9.50; 2s, flat, $1.75. Individuals, 70c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, $1.50; 3s, $2.15; 6s, $7; 12s, $10; 3s, flat, $1.85; Individuals, 75c doz.

Pork and Beans, Chilli, 1s, 90c; 2s, tall, $1.50; 3s, flat, $1.85. Individuals, 75c doz.

Tomato Sauce, 1½s, $1.30; Chili Sauce, 1½s, $1.20; Plain Sauce, 1½s, $1.25.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.

Clark's Chateau Chicken Soup, $1.10.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.

Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.20 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces	0 14⅛
Pails	$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces

LAPORTE, MARTIN, LIMITED

Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles. cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Just Arrived

One Car

Extra Fancy Fresh Cut

California Lemons

Sizes: 270s, 300s, 360s.

Price Reasonable

Also

Cape Cod Cranberries

Barrels and Boxes

Extra Fancy Jersey Sweet Potatoes

The House of Quality

HUGH WALKER & SON

Established 1861 **GUELPH, ONTARIO**

Almeria Grapes

for Winter use

Good keeping stock now arriving. Also

California Emperor Grapes in Kegs
" " " in Crates

Grape Fruit and Florida Oranges

First of new crop.

Apples, Onions and Root Vegetables
Nuts, Dates and Figs.

Fish and Oysters

Every variety carried in this Department. Combine Fruit and Fish orders and save express, bookkeeping and expense. Our price list gives prices in detail.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Branch at Hamilton.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

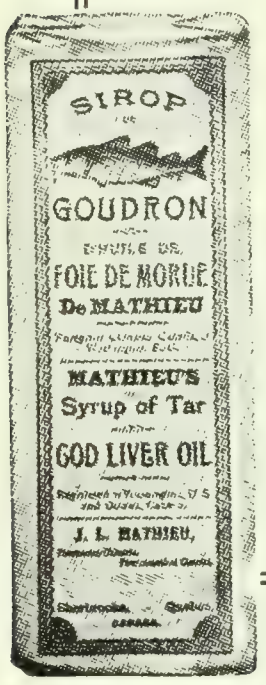
Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

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If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S *for* NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
Arthur E. McFarlane
Robert W. Service
Peter McArthur
Betty Thornley
H. F. Gadsby
Hopkins Moorhouse
H. M. Tandy
Hugh S. Eayrs
C. W. Jefferys
J. W. Beatty
Harry C. Edwards
E. J. Dinsmore
Lou Skuce
Henry Raleigh

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

At all News-Agents Fifteen Cents

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—BY MARRIED MAN, 35, WITH thorough general store business experience, position as traveling salesman for reliable grocery, confectionery or hardware house. Northern Ontario district preferred. Write Box 156, Canadian Grocer.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

WANTED — AN AGENT TO HANDLE Canada's E.P. and H.G. Sauces in Montreal and Winnipeg. Reply to Canada Sauce & Vinegar Co., 519 King Stt. West, Toronto.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

FOR NEW BEER EXTRACT HOP-MALT within prohibition law, no license required, sells everywhere, good commission. HOP Malt Company, Beamsville, Ont.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

OAKEY'S KNIFE POLISH

JOHN OAKEY & SONS, LIMITED, LONDON ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

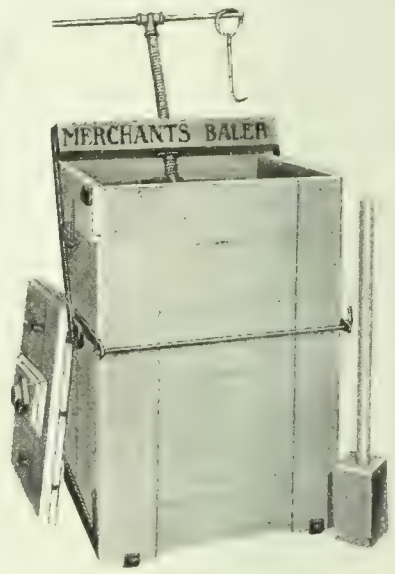
Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Kindly Mention This Paper When Writing Advertisers

If any advertisement interests you, tear it out now and place with letters to be answered.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

$60,000 WELL SPENT

That is how we feel regarding our big consumer advertising campaign—a Dominion wide publicity plan that has brought the sterling methods of

Dr. Cassell's Tablets

before the Canadian public.

That our efforts have been productive of results is proven by the constantly growing sales of this famous nerve food. Grocers everywhere find that Dr. Cassell's sell quickly and easily wherever displayed. Being a positive relief of that most common complaint—nerves—the sales possibilities are exceptionally favorable.

Why not investigate this quick-selling, profit-making line?

A small trial order will pull big results. Get a supply to-day and set up a display on your sales counter.

Don't let your competitor get all the business.

DR. CASSELL'S MEDICINE CO., LTD.

MANCHESTER, ENGLAND

Canadian Agents: Harold F. Ritchie Company, 10-14 McCaul St., Toronto

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, NOVEMBER 10th, 1916 No. 44

Manufactured by

THE CANADA STARCH CO., LIMITED

Cardinal Brantford Fort William

POPULARITY OF GOLD DUST

means easy sales for you

An enormous demand has been created for Gold Dust because it is a meritorious product, reducing housework to a minimum, and every user is a booster.

You have daily calls for Gold Dust because it is used constantly in the home.

The advertising on Gold Dust runs steadily and constantly throughout the year, making new customers for you.

The popularity of Gold Dust means more sales and profits to you if you display it in your store. Have you an ample supply on hand?

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use--stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY--BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

Retailers' Orders on Snider Goods to be Entirely Filled, Says Company

THE T. A. SNIDER COMPANY'S REQUEST TO WHOLESALERS

Gentlemen:

RUNNING NIGHT AND DAY TO FILL ORDERS.

Our sales have been enormously heavy past thirty days. We still have five hundred and twelve cars to ship on our fall orders. We have been running night and day since August 4th.

The unusual amount of late orders we have received unquestionably have been diverted to us from some of our competitors on account of many of them delivering short on their future orders.

We have considerable surplus stock for sale after we have filled all of our future orders. Prices and terms on our surplus stock will be made public within thirty days.

Until we have shipped our prompt shipping orders, we will not accept any more orders from wholesalers.

We have a tabulated list showing amount of goods sold to you; also amount of orders sold to the retail grocers through you. We respectfully request you to **properly** fill 100 per cent on all our orders from retail grocers that we have turned over to you. Please see that you do not sell against your purchases so that you will not be able to fill 100 per cent. on the retail orders we have sold through you.

We trust you will realize the importance of filling your retail orders in the manner described in the previous paragraph. You understand it is your obligation to the retailer — not ours. Our obligation is to fill your order complete and your obligation is to completely fill your orders that we have turned into you for the retail grocers.

Yours very truly,
THE T. A. SNIDER PRESERVE CO.

The Snider Co's Letter to Their Salesmen, Backing Up Instructions to Wholesale Grocers:

Gentlemen:

We sent you day letter yesterday as follows, which we now confirm:

"Our Sales Have Been Enormously Heavy Past Thirty Days. We still Have Five Hundred and Twelve Cars to Ship on Rush Fall Orders. Until We Can Catch Up on Prompt Shipping Orders, We Will Not Accept Any More Orders From Wholesalers or Retailers Direct. Have Your Salesmen Sell Against Wholesaler's Previous Purchases Only."

We are going to leave it to your business intelligence to see that ALL wholesale grocers deliver 100 per cent. on all the free deals on Snider's Catsup and Soup that you have sold them.

We Will Deliver One Hundred Per Cent. to the Wholesalers on Their Orders.

Some wholesalers will undoubtedly deliver short on the orders carrying free catsup and free soup unless youproperly check them.

The only danger point for you to watch is that the wholesaler does not sell against his stock so he will be unable to fill his retail orders 100 per cent. that you have turned into him.

Post your men correctly and in detail on the points mentioned above.

Yours very truly.
THE T. A. SNIDER PRESERVE CO.

If any advertisement interests you, tear it out now and place with letters to be answered.

Our consumer advertising is constantly increasing an already huge demand. It is creating profit for other dealers. It will create profits for *you*.

JAPAN TEA
Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.
ON SALE AT ALL GROCERS
PICKING TEA
The Japanese Government prohibits adulteration and coloring of Tea

Are there some among your customers particularly hard-to-please in the matter of quality, especially as regards their tea supplies?

To those, as well as to others less discriminating, Japan Tea—that pure palate pleasing product of Sunny Japan—gives a lasting satisfaction unequalled by any other.

Displaying Japan Tea prominently on your sales counter will start **real** tea sales coming your way, for Japan tea is a repeater right from the beginning.

It is worth a trial.

If any advertisement interests you, tear it out now and place with letters to be answered.

Borden Milk Products

are much in demand during the Social Season

THERE'S a year-round demand for Borden's, of course, but at no time is the popularity of these delicious, easily prepared products more in evidence than during the Winter months. Aside altog ether from their splendid deliciousness is the all-important point of convenience in which Borden Products excel.

THE housewife who has never used the Borden Products will find in them a new convenience, a new economy for the many little social gatherings of the Winter months. Why not go after this business?

IF you have never yet given Borden's a real "try-out," get up an attractive window display NOW —just at the commencement of the social season. Get every customer thoroughly acquainted with the Borden advantages.

Look over your stock. If it's low or incomplete, write us.

Borden Milk Company, Limited

Leaders of Quality
MONTREAL

Branch Office, No. 2 Arcade Bldg,
VANCOUVER, B. C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Will you be one

of the wide-awake grocers who are going to materially increase their profits during the coming social season by featuring

E. D. Smith's Grape Juice

—the common sense temperance drink ?

Your customers will like this delicious product. They will like it for its own inimitable goodness and because it is the most economical Grape Juice on the market. So rich in strength and purity is it, that dilution is necessary to make it palatable.

All the sweet, natural flavor of the Concord Grape is preserved by the E D. Smith process. The demand is growing. Why not get your share of the resulting profits?

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

Selling Power

to a tradesman is one of the most important attributes of the goods he buys

CLARK'S PORK AND BEANS

have the quality that satisfies, have the name that guarantees and have the popularity which makes sure sales.

ORDER NOW.

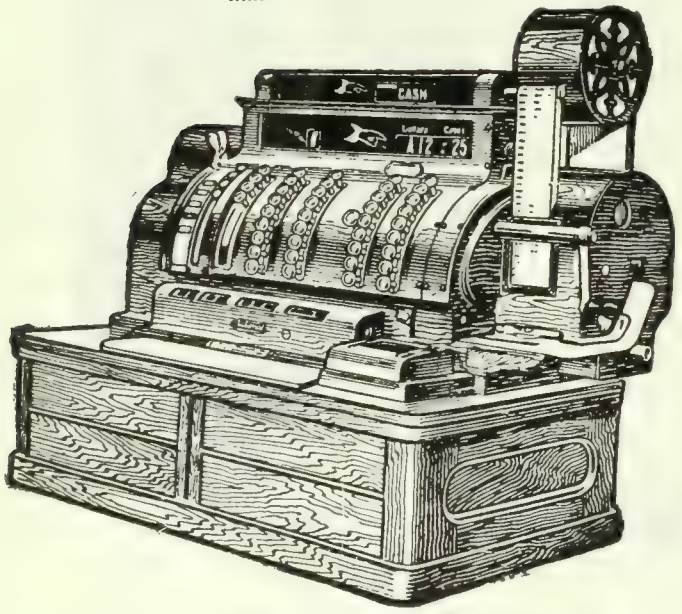
W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

How Much Money are You Lending to Your Customers?

Can you tell? At a moment's glance? Can you be sure that you have a record of every sale, of every cent that has been paid, for every cent your customers owe you for goods purchased on credit? Can you be sure that a certain bill has not been paid? Or will you risk causing friction with your customers and endless disputes by asking them to pay bills twice? Do you know how many sales have been made in your store to-day—the amount, and who made them? Settle these problems at once by installing an efficient, modern National Cash Register.



Put an end to uncertainty and forgetfulness. This wonderful machine has a leak-proof memory. It records every transaction, big and little, cash or credit, money received or money paid out. It is tireless—working as fast and reliably as you demand. It is prompt—never delays in printing a receipt that accurately records the transaction, that wins consumer confidence, that effectively advertises your store. You will gain many more hours of freedom to attend to your merchandising needs, to your store displays, to your customers' needs.

The National Cash Register Company

of Canada, Limited

Christie Street - Toronto, Ont.

To the **National Cash Register Company of Canada, Limited, Toronto, Ont.**

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have ——— salesmen in our store. We have a register ——— years old. Principal lines of merchandise are:

.....

Firm name .....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

We are distributing car load finest

New Season's Budded Californian Walnuts

cracking out 98 per cent. In barrels, about 120 lbs.

Write us to-day, we will help you to sell them.

Up-to-date Grocers trade with us—they find it pays them.

W. G. PATRICK & COMPANY, LIMITED

——Importers——

HEAD OFFICE:
51-53 Wellington St. W.
Toronto.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

KNOX DISPLAY GELATINE

Unless you display KNOX SPARKLING GELATINE and KNOX ACIDULATED GELATINE you are failing to use your windows and counters in the most profitable way, because our steady advertising is always creating sales which you can secure by "showing" KNOX GELATINE and every sale pays you a splendid profit.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX CO., INC., - JOHNSTOWN, N. Y.

Branch Factory: Montreal, Canada

We'll open the door of the Western Market for you

WHY neglect the splendid selling opportunities that this Western market affords you? You just need the services of a reliable commission house, right on the spot, to push your product.

THIS is just what we now offer you, Mr. Manufacturer. Our staff of live wire salesmen are at your service. Our organized selling forces cover the entire Canadian West, with branch offices in the larger Western cities.

PLACING your goods before the Western consumer under such favorable conditions is a guarantee of satisfactory results. Write and we will give you full particulars.

Donald H. Bain Company

Manufacturers' Agents and Commission Merchants

WINNIPEG, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

You will increase your sales and profits by featuring Babbitt's

The well-known cleanser. When you sell your customer a package of Babbitt's for 5 cents you are giving her **the biggest value obtainable for the money.**

Repeat sales are always certain where Babbitt's is concerned. We give premiums for the trademarks. Try what a Babbitt display will do for you. Stock up to-day.

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

You are invited to share in a profitable business when asked to stock

GIPSY
Stove Gloss

Every tin sold leaves you a satisfactory margin, and makes a satisfied customer. That is surely a worth-while proposition. You do yourself and your customers a good turn when you

Order "GIPSY" from your Wholesaler.

HARGREAVES (CANADA) LIMITED,

The Gray Building, 24 & 26, Wellington St., W., Toronto Western Agents For Manitoba O F Lightcap, Winnipeg, For Saskatchewan and Alberta W L Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and Edmonton For British Columbia and Yukon Creeden & Avory Rooms 5 and 6, Jones Block 407 Hastings Street West, Vancouver B C

COW BRAND BAKING SODA

Its selling record is the surest proof of its superiority

The fact that the Sales of Cow Brand Baking Soda are steadily increasing is the most conclusive evidence of the housewife's confidence in it. Cow Brand quality never disappoints—it is always high grade, always in demand.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
846

If any advertisement interests you, tear it out now and place with letters to be answered.

Your best customers will not thank you for paring a few cents off the price of their coffee.

Give them something exceptionally good at a fair price and you will have their trade to keep.

In other words sell Chase & Sanborn's
HIGH GRADE COFFEES.

CHASE & SANBORN - Montreal

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited
SARNIA - ONTARIO

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Mentally, are you inferior to a bank president?

This advertisement is addressed to the younger men at or near the head of business houses.

It is addressed to you because you have ambition not chilled by the experience of many failures.

It is addressed to you because you have a will — and the strength — to attempt big things.

It is addressed to you because the circumference of your world is always widening—this because of energy on your part and a vision of things far off.

Your world is the world of money and business—very big worlds. They are worlds concerning which you ought to know much.

In particular, you want to know—or should—about Money and Business in Canada. This desirable and essential knowledge can be obtained from reading and study.

But you require an index—a guide, and this you will find in THE FINANCIAL POST, a weekly newspaper, the subscription price of which is $3.00 a year.

This newspaper tells you about Money and Business in Canada. It lifts you out of your own rather confined world, and puts you into the world of the men who are doing big things.

Now it is clear that you can make more money if you understand Money and Business after the manner of these men at the head of our great banks, financial institutions and manufacturing establishments.

These men are probably not a whit better equipped mentally than you. Their advantage lies in this circumstance: namely, that they have chosen to live in a bigger world—the world of Big Money and Big Business. And living in this world, they have stretched out farther and higher—in the direction of richer prizes, by preparing themselves constantly for greater opportunities.

Now this same Big World is open to you—but you must enter it of your own accord, and with a sincere purpose to become familiar with it. The bigger world will adopt you and reward you if you choose to live in it.

The Post's Business Outlook alone will give you an invaluable acquaintance with big affairs and with the tendencies in business. This helps to give you that foresight so essential in directing your own business to greater success. Read The Post for this Business Outlook if for nothing more. It alone may easily be worth the subscription price to your business.

This is why we urge you to become a regular reader of THE FINANCIAL POST OF CANADA.

And as a young man of ambition and outlook, you will, we feel sure, fill in the form below and return to us.

THE FINANCIAL POST
OF CANADA

143-153 University Ave. Toronto

— —

.....1916.

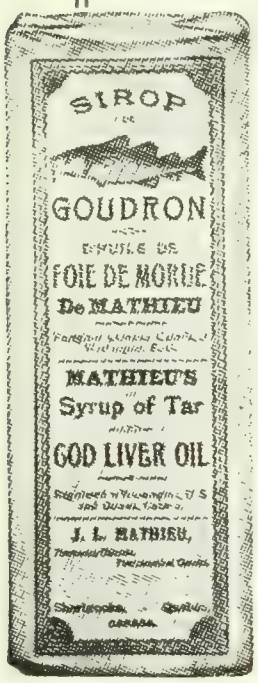
THE FINANCIAL POST OF CANADA
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name ..... Address.....

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

Your Brush Counter

is it a help to your business? Is it bringing customers to your store time and time again with repeat demand? That is the experience of dealers handling

KEYSTONE BRUSHES

You cannot carry a better line. Floor brushes, clothes brushes, shoe brushes, dust brushes, scrub brushes, shaving brushes, sink brushes, and every kind used in the home.

Write for prices, etc., to

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Bowes Extra Special Mince Meat

has all the qualities that make for repeat sales — pure, wholesome, appetizing, delicious.

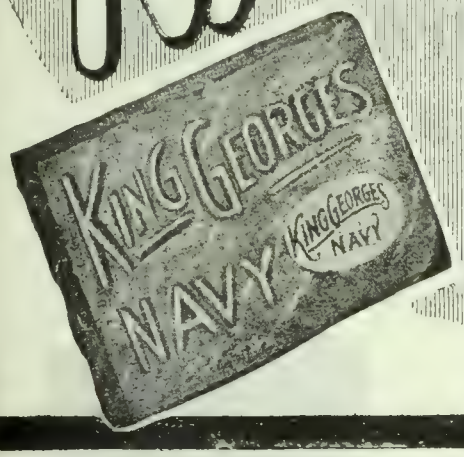
Perhaps there are some among your customers particularly hard to please. Just try them with Bowes Extra Special Mince Meat.

One taste of this delicious Bowes Product wins the approval of the discriminating. Hence the repeat sales that follow.

And the profits are good. Is there any reason why you shouldn't sell Bowes Mince Meat?

The Bowes Company
LIMITED
72-74-76 Front St. East
TORONTO

Why You Should Feature KING GEORGE'S NAVY



Get Tobacco on the Weekly Order

Don't forget that there is hardly a home in your community where tobacco is not used in some form. Why not take advantage of this by constantly featuring tobacco of established quality and popularity.

A little suggestion from you will put tobacco on many a weekly grocery list, particularly where **King George's Navy** is concerned. The men folks like it, therefore the womenfolk buy it. And the profits are good.

Try out a sample order.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

That Particular Housewife

will find the quality of **Tartan Brand Products** so unusually satisfying that her future patronage is assured you once you sell her any of these superior lines.

Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., will give every customer of yours a satisfaction that means extra dollars in your cash drawer.

We carry on a big mail business and give perfect service and prompt delivery to every customer.

Tell us your requirements. We have a very special line of **Fancy Groceries, Foreign and Domestic.**

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Satisfy Your Customers and Profits Take Care of Themselves

And the profits have a way of multiplying that is pretty pleasing when your customers see what sparkling, beautiful jelliees they can make with

Shirriff's Jelly Powders

There's a good, round list of choices that counts—lemon, orange, raspberry, pineapple, strawberry, wild cherry and more besides. Fruit flavors, everyone of them, high quality, full and rich.

That is the kind of jelly powders to stir up business with — the kind that makes women proud to see the jellies on their tables.

Quick turnovers can be made with these quality powders. If you haven't prepared yourself for the demand, why not get a case or two and let the folks know you have it—we will send you window display materials.

IMPERIAL EXTRACT CO., TORONTO

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal** W. S. Silcock. **St. John, N.B.** MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A.E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

Will demonstrate to you the value of stocking lines whose unimpeachable quality has won the unstinted approval of the Canadian housewife.

Repeat Jam sales are certain when it's Furnivall's. Stock up now.

Furnivall-New, Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF $500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Irresistible

No other word can adequately describe the quality and flavor of

Malcolm Milk Products

Once you begin to sell the Malcolm line you will not want to be without them. The demand is ever present and the profits are good.

Why stock foreign-made milk products when the Malcolm line, which is entirely Canadian made, will give you just as good results, just as good profits as any imported line.

We pay freight up to 50c. per 100 lbs. in Ontario, Quebec and Maritime Provinces.

THE MALCOLM CONDENSING COMPANY, LIMITED

ST. GEORGE - - ONTARIO

You'll get big dividends from this investment

The initial expense of installing a **Eureka Refrigerator** will be quickly repaid over and above by the money-making service it gives. The warm air flues across ceiling of cooling room connected with warm air flues at sides and ends is but one of the many exclusive features of the Eureka. Write for booklet.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

EUREKA REFRIGERATOR CO., LTD.

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

With one of the new

Colman and Keen Showcards

displayed in your store, you will find the demand for these popular lines still more marked.

These cards are the last word in colored lithography, each package being reproduced in facsimile—just the right idea to catch the eye and promote bigger sales.

Everyone everywhere knows the quality of Colman's and Keen's goods. Are you getting your share?

Magor, Son *and* Company, Ltd.

191 St. Paul St. W., Montreal — 30 Church St., Toronto

You like to give down weight

in your store and you instruct your boys to do it, but a person in a hurry isn't a very accurate weighing machine. That is why you come from one to two pounds short on every hundred pounds of sugar you weigh out.

LANTIC SUGAR

in bags and cartons is good honest weight and *you can sell as many pounds as you buy.*

2 and 5lb. cartons. **10, 20 and 100 lb. bags.**

Atlantic Sugar Refineries, Limited

ST. JOHN, N.B.
MONTREAL, QUE.

CANADIAN GROCER

Vol. XXX. TORONTO, NOVEMBER 10, 1916 No. 45

Bread Situation Becoming Acute

What Will Grocers do to Secure a Fair Margin of Profit?—Baker Declares That the 2-Cent Profit Now Allowed the Dealer is the Best That Can be Done — Must Price to Public be Raised?

EDITOR'S NOTE.—The bread situation is far from satisfactory from the standpoint of the grocer. The advances in price that have been put into effect recently leave him with exactly the same profit as he got before—and it was always inadequate. Consequently the percentage of profit that accrues to the merchant is getting smaller with each advance in the price of bread.

The grocers of Toronto decided some time ago to send a deputation to the bakers to see if a better margin could not be allowed. This was recorded in CANADIAN GROCER *at the time and an article was afterwards run, giving the views of Queen City bakers. The meeting was not arranged, however, and since then the price has advanced again. Judging from the views presented in the following article, however, it is pretty well assured that no relief can be expected from the bakers. If the grocers are to improve their position on the bread question it will be necessary to increase the price to the public sufficiently over the bakers' price to the public to give the grocers a fair profit.*

The situation is the same practically in all parts of the country.

THAT the Toronto grocer will have to be content with his present profit per loaf is the opinion of Mr. Bredin, of the Canada Bread Company, Toronto, when seen by a representative of CANADIAN GROCER.

Mr. Bredin admitted that there had been a very considerable agitation on the part of the grocers generally to have the price to them decreased, arguing that they were not getting the same percentage of profit on their turnover. Mr. Bredin was very emphatic that no such action could be taken, though the grocer would still get his two cents per loaf clear profit.

Bread makers were quite contented to make the same profit per barrel of flour as formerly without expecting the same percentage of profit, and he considered that the grocers should look at it in the same light.

Mr. Bredin admitted that the increase of one cent per loaf had made a considerable difference in their business. He thought this partly due to newspaper agitation to housekeepers to bake their own bread, which had undoubtedly had its effect. They were not worrying on that score, he said. The bread-baking craze would die out. In the meanwhile if the grocer did not sell bread, he sold flour, while the baker had nothing to fall back on.

Future Prices

Regarding the probability of further increase in the price of bread in Toronto, Mr. Bredin was non-committal. "I would oppose an increase as long as possible," he said. "We make more money with bread selling at 5 cents than at the present figure. At the same time, no one can foresee what is to come. We used to wonder if it were possible for wheat to reach two dollars. Now we know it will come to that, and only wonder how much higher it may go. Remembering these things, it is impossible to say what may have to be done by the bakers to meet the situation in the future."

The Grocers' Position

In the meantime, the grocers feel that the position is very unsatisfactory from their standpoint, especially since the last increase. Some favor an increase of half a cent to the consumer, as this would give a better margin and enable them to handle bread without, at any rate, incurring loss, as at present.

Word comes from many sections that the bread problem is being given serious consideration by grocers. It is especially trying, as the public, despite everything, retains the suspicion that the grocer is making a larger profit.

BREAD UP AGAIN.

Torontonians have had to dig down for another penny in purchasing bread today. The price of the baker to the consumer has been advanced from eight to nine cents a loaf. Retail merchants generally have made no decision as to what they will do, but Mr. Miller, of the R. M. A., gives it as his opinion that the retailer will have to raise his price to 19c. or 20c. for the large loaf.

Is the Circular a Business Getter?

Does It Pull Trade?—Is the Trade It Pulls Worth Pulling? One Dealer's Experience Convinces Him That It Is Not Satisfactory

THE practice of circularizing for groceries is a practice that is more or less hallowed by tradition. Most grocers have tried it. Some count on it as an effective method; others have discarded it. The bulk of grocers, however, have no particular opinion in the matter.

W. K. S. Hunter, who runs a very attractive grocery at the corner of Maple and Prospect Avenues, Hamilton, has given the circular method of trade drawing a fair work out, and has joined the ranks of those who doubt its efficacy.

Mr. Hunter started a campaign of weekly circulars, listing certain lines diversified enough to catch a variety of trade. He began his campaign with paper dodgers. The results were so microscopic that they were almost unnoticeable. A dodger of colored cardboard, however, produced a most remarkable change. The cardboard dodger drew trade where the paper hadn't the slightest influence. This in itself is a point worth noticing. In these days of persistent circulars it has become a habit to treat them cavalierly. They are usually crumpled and thrown away. Probably the paper dodgers never received the consideration of a glance. Naturally their advertising power was nil. But the board circular won't crumple; it takes a certain amount of effort to dispose of it. Hence it usually escapes. If it escapes long enough it is pretty sure, sooner or later, to attract attention.

Mr. Hunter, while he does not favor the circular, does not criticize its pulling power. He got results, business boomed; everyone was busy, even overworked; the volumes of sales increased. But there was no corresponding increase in profits. Business was being done for the sake of getting the business, not for the sake of any tangible financial gain.

Where the Scheme Fails

When asked his opinion of why this should be, Mr. Hunter explained that, judging from his experience of months of regular circularizing, the pull of the cut price circular was directed to a type that wasn't worth pulling. "Mainly," he said, "these new customers were special hunters." They bought my specials, but nothing else. They bought my neighbor's specials, but nothing else. They lived on cut prices and brought no paying trade to the store. The cuts on these circulars were often so low that it left not enough margin to cover the handling charges on the added business.

"Then, too," he continued, "this system interfered with my regularly established business. Good customers began to wait for these special offers, and so I lost a profit on good trade that I already had. Sometimes it constituted a cause of complaint. Suppose a customer purchased goods on Thursday and on Friday my circular showed a cut, the customer, not unnaturally, considered that I had taken an advantage."

These are one man's views of the disadvantages of a system of circulars. Unquestionably there is a hard basis of fact here that cannot be gainsaid. But the fact remains that the pulling power is there. Mr. Hunter proved this to his own satisfaction. With the circulars his gross business increased, to fall off again when the system was discontinued. The crux of the situation is, then, how to change the details of the scheme so that the attraction may be to the store rather than to the prices. All circular methods must in the nature of things draw a large percentage of blanks. But one or two good customers gained will offset a good deal of useless effort.

BROOMS ARE SOARING

Conditions in the broom market are in a panicky condition. An unusual condition has arisen this year in that manufacturers will have to pay exceptionally high prices for broom corn. Broom corn in the United States is now selling at $175 to $200 per ton, while in a normal year in the past the prices ranged from $60 to $125 per ton. When the broom corn is laid down in Toronto it costs the manufacturer in the neighborhood of $240 per ton, duty and freight paid. This year there were no stocks of broom corn carried over from last year, which has usually been the case in the past. The crop in the Western United States has been short and the demand for brooms has been good. Manufacturers in the United States, when they found that there was to be no surplus from last year, went into the market and bought all they could get their hands on. This sent the prices skyrocketing.

Some dealers assert their belief that prices for brooms will in all probability be 50 per cent. higher by spring time. During the past week or ten days prices on all grades of brooms have advanced from 75c to $1 per dozen. One of the Canadian manufacturers who recently returned from a trip to Chicago stated to CANADIAN GROCER that the warehouses for broom corn are practically empty. In the United States the cheapest broom that will be put on the market this year will be $4.50 per dozen. In Canada the cheapest grade will probably run $5 per dozen. This will mean that there will be no 25c brooms and no 40-cent line. The cheapest broom will be 50c and will range up in price to $1.

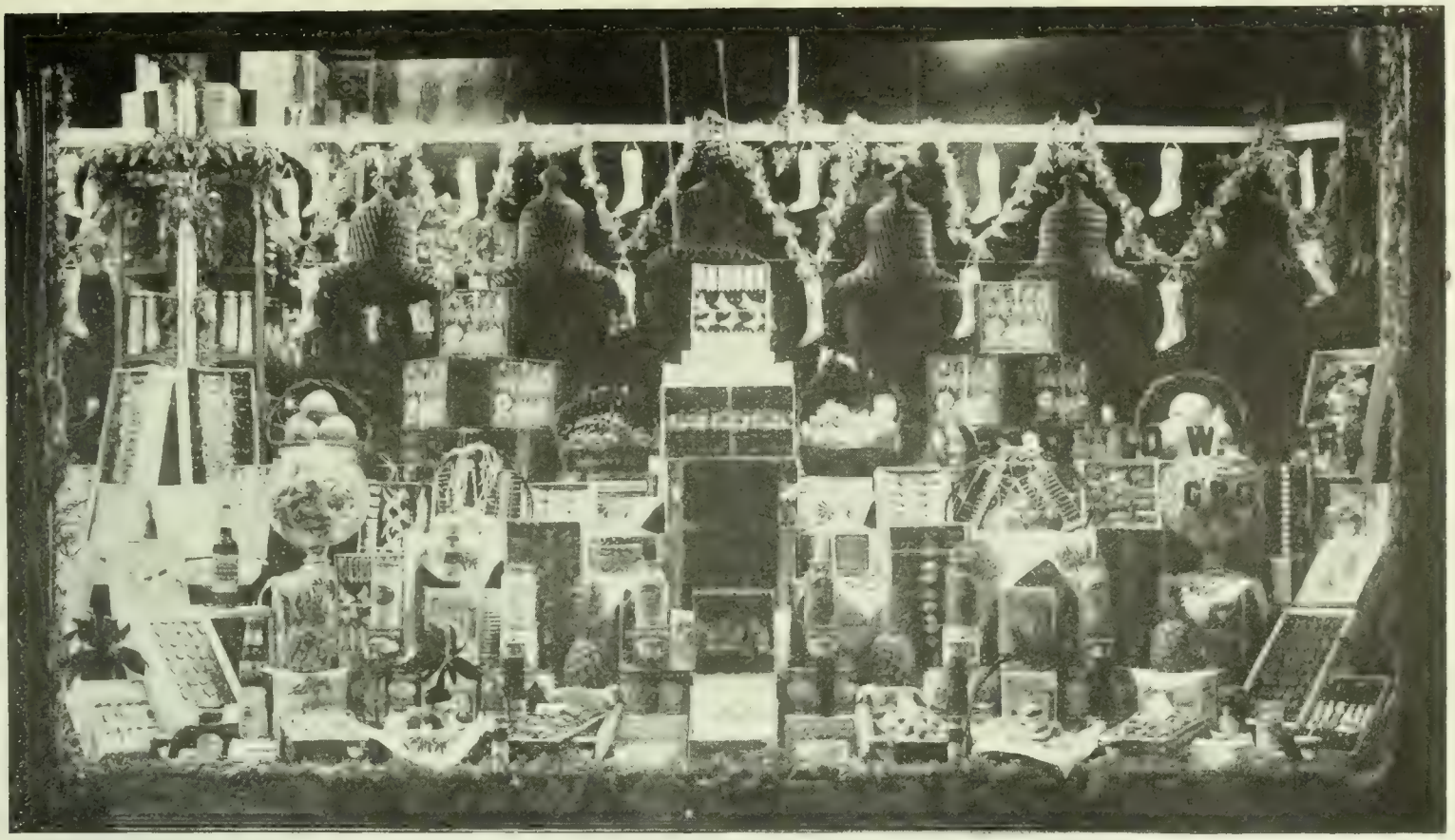
For the past two years the yield of broom corn has steadily decreased and the consumption of brooms from all appearances has steadily increased. The equalizing point has been reached and passed, with the result that the surplus stock of broom corn in the United States has been used up, forcing manufacturers to depend on the short crop of this season.

SERVING HOT DRINKS

A marked feature of the service rendered by the Paquet Co. of Quebec, to customers, is the serving of warm drinks free. As shown in the accompanying illustration, part of a counter in the store

Serving warm drinks to customers.

is set aside for this service and presided over by a young woman clerk. Customers may go to this counter and ask for what they want and are served promptly and courteously. It has been found that this service is very much appreciated and that it undoubtedly results in bringing business.



A Christmas Suggestion

THE Christmas season is the season *par excellence* for window dressing. People are in a buying mood and are open to its suggestions more than at any other period. The CANADIAN GROCER, with the idea of suggesting possible window dressing schemes for the holiday season will illustrate each week attractive displays that have proved of advertising value in the past.

The present cut is of the store of D. W. Clark, 248 Avenue Road, Toronto.

The floor of the window displays figs, crystalized cherries, all varieties of nuts, and the Christmas crackers so indispensable to the season.

Behind this a row of fancy biscuits topped by fresh pineapples and fancy fruit in jars. Beyond this again a pyramid of tinned fruits crowned by an inviting display of fruit in glass jars.

Fard Dates, tins of imported biscuits surmounted with figs and comb honey are behind this, while grapes, grapefruit and other fruits form a further background, with garnishings of Christmas stockings displayed about the sides of the window.

The whole makes a delightfully bright display in which red is the predominant note.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.
JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

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UNITED STATES—
New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.
Cleveland—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, NOVEMBER 10, 1916** **No. 45**

THIS IS a good time to feature flour.

* * *

REMEMBER that Christmas is getting closer all the time.

* * *

WATCHFUL waiting, it seems, is no more good as a political policy than it is in business. Get out and hustle is, after all, the only motto worth while.

PLACING THE BLAME.

THE grocers of the Retail Merchants' Association of Winnipeg have issued a statement with reference to the increased cost of all food stuffs, in which they point out that the blame, if there is any blame to be placed, does not rest on the shoulders of the retailer. The manufacturer and wholesaler have advanced their prices, it is pointed out, in some instances as high as ninety per cent. and this has compelled the grocer in turn to advance his prices to the consumer.

This move of the Winnipeg merchants is in the right direction. The retailer has too long been passive in the face of the buffeting of a public incensed at the rapid rise in the cost of living. Steps should have been taken long ago to convince the general public of the fact that the retailer is not responsible for the movements of food prices and that in his role of final distribution he never gets a profit that is more than enough to keep his business in sound condition.

At the same time the education of the public should be undertaken jointly by the three branches of trade — manufacturer, wholesaler and retailer. When one of the three arms of the trade triangle undertakes to put its case simply before the public it has the effect unconsciously of leaving blame with the other two. The resolutions of the Winnipeg retailers would have been more effective had they covered the full case, showing that behind the increases that manufacturers and wholesalers had put into effect lay heavier costs of doing business, hugely increased costs of raw material, shortages of supply, dearth of labor and other contributory causes.

In fact, it would be well if some means could be devised to thoroughly investigate this whole problem and to lay the facts before the public. This would certainly have the effect—to get back to our original point—of clearing the retail grocer in the eyes of the public.

AMERICAN STATUS OF OLEO-MARGARINE.

IN THE last issue of Canadian Grocer appeared an article and editorial dealing with some of the advantages and disadvantages to be derived from the reintroduction of Oleo-Margarine on the Canadian market.

In this connection it is interesting to note some of the legislation that has grown up around the commodity. In the United States there is a federal statute fixing a graded scale of taxes for all handlers. The manufacturer pays $600 yearly, the wholesaler $400, the retailer $48.

In Canada we forbid the sale by way of protecting the dairy interests. In the United States by means of the apparently heavy tax, they give the dairy interests the protection they need. Without this tax, with the cheaper ingredients entering into the composition of Oleo-Margarine, it might become a very serious rival of butter.

In addition to the tax there is another local statute calling for ¼c. tax on every pound of Margarine sold. When it is colored to look like butter, instead of ¼c. the tax is 10c. per pound, surely in it-

self sufficient protection. In some states too there are state laws which impose another 6c. per pound tax, making the sale of the article almost impossible in these localities.

Besides protecting the dairy interests these taxes that seem on the face of things very exorbitant, protect the consumer. The tax lists show every handler of the product, and it would be comparatively simple to trace any infringement of the law.

In Great Britain very drastic means have been taken to ensure the public against the fraudulent sale of Margarine as butter. All packages must carry the words "Oleo-Margarine" in letters 1½ inches wide. The law requires also that no more than 10% butter fat shall be used in its manufacture. The intention obviously being to keep the two products as far separated as possible.

These legal remedies seem to indicate that there are other means of regulating such product, beside the simple method of exclusion. It would also seem to indicate that there is a wide margin of profit in such products if they can carry the heavy burden of taxation and yet sell 8c. to 10c. per pound lower than butter.

Of course were Oleo-Margarine imported from the United States it would still have to carry the American manufacturing tax. Whether this would be sufficient to make it unprofitable business only experience can show.

ADVERTISING WITHOUT A PULL.

AT the annual meeting of the Association of Canadian Advertisers held recently in Toronto some subjects of vital interest to all advertisers were discussed.

Among these the question of irresponsible sellers of advertising was strongly to the fore. Programmes, year books, special editions, it was urged, were being exploited as advertising mediums, whereas their effectiveness was practically nil. It was pointed out that business men were astonishingly easy victims of these schemes, which were often put forward with absolutely no proof of publication.

Investigation by the Association had proved that many of these schemes were fraudulent. In view of this fact it is their purpose to protect their members by getting a report on all these forms of advertising presented to its members, so that they may have an intelligent understanding of the actual advertising value of the medium.

This is unquestionably a move in the right direction. Many merchants are every year induced to invest in these schemes. Sometimes they expect to reap a benefit. Sometimes they invest more or less for charitable reasons. In either case it is a poor and illogical way to spend money, and has a tendency to discredit accepted standard, result-producing channels of advertising.

Most merchants set aside a bulk amount to cover their yearly advertising. When any portion of the amount is frittered away in these channels, that in the large majority of cases have not the interest of the advertiser in mind even in the slightest degree, it is evident that the merchants advertising campaign is robbed of the punch it ought by right to have.

Any such movement to curb the activities of irresponsible advertising solicitors deserves the support of every business interest.

THE WHOLESALE TRADE FAIR

ELSEWHERE in this issue is an article which gives an outline of the Leipzig Wholesale Trade Fair which is described as the pivotal point of German industry. The British Industries Fair and the Lyons Fair are Allied imitations of it. Another is planned for in Utrecht in Holland in 1917.

The movement for the establishment of such fairs is said to be sweeping the Allied nations of Europe. Undoubtedly that movement will be reflected here. The extent and manner of this development is unknown at present and this fact renders doubly necessary the viewing of it from every angle at present in order that we may intelligently prepare for the future.

Several plans suggest themselves in this connection. The most obvious one is that the Canadian Manufacturers' Association which so well represented this country at the Lyons Fair might act in conjunction with the British Industries' Fair Association to secure and maintain a permanent representation of Canadian manufactures in that exhibit. Or again a Canadian Fair might be feasible, although there are undoubtedly many arguments to be advanced against the latter plan in view of the present undeveloped scale of our manufacturing industries.

On the occasion of the recent fair in London the promoters were unfortunately so hampered by a lack of space that they had to restrict the exhibit to four principal trades, which resulted in hundreds of valuable exhibits being turned away. It is hoped that by next year this difficulty will have been overcome. The participation of the overseas Dominions in the London Fair would undoubtedly contribute to making that a gigantic exhibition.

The vital importance of these fairs cannot be too strongly emphasized as a factor in creating a prosperous condition of trade. They furnish a degree of permanence to it offered by no other agency. Orders are booked a year ahead. Goods are standardized, production costs lessened. In short, the manufacturer can plow ahead. It is further pointed out that as a stimulus to the creative faculty of the nation these fairs are unsurpassed. The development of the idea in Canada appears to be a necessary corollary of any plan of trade expansion.

Western Merchant Watches Buying End

L. G. Teeple, of Lethbridge, Follows Markets Closely—Has Well-Equipped Store—His Progress Has Been Marked Since Entering Business

L. G. TEEPLE, of Lethbridge, Alta., an interior view of whose store is shown above, is a progressive merchant who has built up a good connection during the six years that he has been in business. As will be seen, Mr. Teeple has a well equipped store with a cash register, computing scale, coffee grinder, cheese cutter, meat slicer, and other items of equipment which go to improve the service offered the customer. The store presents an attractive appearance, and with its display counters, and display bins, gives every opportunity for effective display of stock.

Mr. Teeple has been a believer in advertising in all its different branches. He has used the newspapers, and has been able to trace good results from his newspaper campaigns. The backbone of his publicity work, however, has been his display windows. In addition he has made some use of circulars, and has also used novelties occasionally for publicity purposes.

Mr. Teeple has given special attention to the buying end of his business, and, with that end in view, has been a close reader of the markets in CANADIAN GROCER. He has always studied market trends, and has thus been able to buy intelligently and profitably. A representative of CANADIAN Grocer visited Mr. Teeple's store, a short time ago, and in the course of conversation with the proprietor found him most emphatic in his assertion of the importance to a grocer of keeping as closely in touch as possible with all matters pertaining to the stock he carries. Climatic conditions which affect the fruit supply from California are as important, in a trade sense as the submarine warfare which hinders the shipping of currants from Mediterranean Ports. The grocer who aims to buy when goods can best be bought, and to keep his stock well assorted, must know and understand conditions governing the important points of supply and demand.

A CARD TO THE PUBLIC

Mr. Nixon, Dundalk, Ont., has recently started up a grocery store. A small card is being widely distributed by him for the purpose of bringing his store to the notice of the buying public and thus working up a business. The following message appears on the card:—

"The General Public has realized for some time that the real buying power of the dollar is not represented in Quantity only. Quality is much more important and we have realized that the buying public demand Quality. Our motto has been and always will be—"Quality First."

A POULTRY BOSS?

New York.—There is a "boss" in the poultry business, dealers told District Attorney Swann yesterday, whose word fixes the price at which New Yorkers may buy their fowl in the markets. This "boss" is to be unearthed and prosecuted by the District Attorney's staff, with other dealers who took part in the recent manipulation of prices when there were prospects of a food shortage. The Grand Jury has been charged to pay special attention to the matter in its investigation also.

A delegation of merchantmen, retailers and slaughter house men had a conference with Mr. Swann, in which they told the inside story of how poultry prices are handled. The matter was turned over to John T. Dooling, Assistant District Attorney. It was said by the delegation that no valid reason at all existed for the jump in prices experienced last Thursday.

At that time fowl jumped from 18 to 23 cents a pound and spring chickens from 22 to 28 cents, in spite of the fact that there were fifteen to twenty carloads on hand.

It was shown that telegrams were received from the Western shippers ordering local receivers not to sell until the market price had been fixed.

What About the Potato?

Stories of Trusts, Combines and Enormous Profits a Dream — Failure of Ontario and Quebec Crop Makes Actual Crop Shortage—American Buyers on Canadian Market

OF recent date a good deal of attention has been centering around the humble potato, and newspaper scribes have been doing themselves proud, in acquiring or dreaming Arabian Night dreams of how the price of the lowly, though necessary, tuber is being bolstered up in price. There have been stories of potato trusts and combines, or railway yards crowded with cars of potatoes, of carloads being allowed to rot on the track rather than risk depressing a market. Even the Toronto *Globe*, under date of November 1, prints the following little fable on its editorial page:—

> In Moncton, N.B., where our supply of potatoes is obtained, the price quoted is 70 to 85 cents per bushel. This is $1.05 to $1.27 per bag, and the price in Toronto is $2 to $2.10. On these days of railway perfection and commerce on a gigantic scale the margin seems wide. Who is obtaining the advantage?

All interesting enough reading, no doubt, but rather reminiscent of a story of Mark Twain who, when shown the reports of his own death, which some progressive or misguided scribe had succeeded in getting by, remarked that the report was greatly exaggerated. There seems to be no basis of fact in any of these charges.

Some Quotations

On the date of publication of the clipping from the *Globe*, New Brunswick potatoes were quoted f.o.b Toronto, at $2.05. This was in bulk car lots. Thus a wide margin peters out into rather microscopic proportions.

Most of the New Brunswick potatoes are shipped in bulk. It costs for bagging at the present high price of labor, about 5c per bag. While the bags themselves, even bought second hand, can hardly be had for less than 7c per bag. New Brunswick potatoes, too, have been showing a very high percentage of waste, in some cars running as high as 50 bags, a good profit in itself. These are items that must be considered.

The New Brunswick potato is the famous Green Mountain variety and is, of course, in greatest demand. There is only a fair crop in the section, and it is necessary to look elsewhere for relief, with Ontario and Quebec practically bare of potatoes.

Potatoes from Alberta and British Columbia

There are very good white potatoes arriving from Alberta and British Columbia. The Alberta crop is reported large. Very severe frosts have been reported from that section recently, however, that will prevent any further digging. It is not yet known how well the growers were protected, and no prediction is possible as to the amount of damage that may have been done. It seems probable, however, with the scarcity of labor that existed in the West this year, that there will in all likelihood be a considerable loss.

No American Potatoes Available

British Columbia is shipping fairly heavily with good quality stock, and both these lines are quoted somewhat less than the New Brunswick potato, Albertas around $1.75 per bag, and British Columbia around $1.90. These three shipping sections are about the only sources of supply. There is no hope of being able to import American potatoes at present, as the prices there have also reached a high level. Buffalo was offering $1.60 per bushel (60 lbs.) on November 1, and the wholesale produce men expect to see this figure advance probably to $2 per bushel. It is evident, therefore, that with a tariff of 30c per bushel, a 7½ per cent. ad valorem war tax, and freight charges, that it is impossible to expect any relief from this source.

Moreover, Canada, with an unusually small potato crop of her own, is being drawn upon heavily to meet the American demands. Numerous American buyers are operating in British Columbia and doubtless in the other shipping points. Five carloads of British Columbia potatoes were sold last week in Toronto to one American buyer at a straight price of $2 per bag.

The situation is unquestionably serious, but it is better to face the facts squarely. There is an actual scarcity. Large dealers are not able to get the quantities they need to meet their requirements. There are no heavy storage holdings. The weather conditions at the time the crop was in the ground were not favorable to a speculative handling of large quantities of potatoes in cold storage.

In the light of these facts it would be well to take all these stories of trusts and combines and enormous profits for the middleman, with the proverbial pinch of salt.

Grocers Issue Statement

In an endeavor to fix the responsibility for the high cost of living, the grocers' section of the Winnipeg branch of the Retail Merchants' association met on Oct. 30, at their offices in the Chambers of Commerce. Grocers were present from all parts of the city and exhibited the keenest interest, going thoroughly into the whole question of advanced prices. The president of the Manitoba organization, C. F. Rannard, was present, and referred to the City Council meeting which he had just left and before which a local women's organization had brought up the same question.

The meeting gave out the following statement to the press:—

"It was brought out that prices have been advanced in practically all lines by the manufacturers and wholesalers. Possibly 90 per cent. of the lines carried by grocers can be included in this list.

"Notwithstanding these advances, retailers are still selling at former prices many of the lines affected. As a result, the margin of profit has been reduced, while the expenses of doing business have increased.

"While the general conditions prevailing for some time past have been more or less unfavorable, and may have influenced prices considerably, still we think that an investigation would reveal causes which have not been disclosed to the public in the press or otherwise, by those who endeavored to get at the root or cause of the rapid changes in the prices of commodities.

A Big Factor

"We would direct the attention of the Dominion and Provincial Governments, the City Council, and all organizations who may be endeavoring to deal with this problem to the fact that the protection afforded manufacturers and combines in Canada is, in our opinion, responsible for many of the causes of advanced prices. The prices in Canada appear in many cases to be fixed, not upon the cost of production, but regulated by outside competition.

"The Retail Merchants' Association will cheerfully lend its assistance at all times to any of the organizations that may be endeavoring to solve this vital question. The welfare of our customers is something which occupies a great deal of our attention, and for that reason we are disposed to submit these facts for consideration by the public."

The Bogey of Dead Stock

An Enemy of Profit, a Friend of the Insolvency Courts — Combating the Introdure — Some Methods and Their Success in Practice

THE bogey of dead stock is one of those unwelcome little strangers that is born into every growing business. Its growth may be stunted by careful buying to a great extent. But no man living has yet been able to find the answer to the riddle of "What the public wants," and probably never will. Consequently even the wisest buying cannot quite meet the situation.

Could a buyer discern and foretell why the public will take one line of goods to his heart one day, and metaphorically speaking, kick it into the gutter the next he would make the Sapient Solomon of old look like the merest picker in wisdom.

No, the bogey is a fact that has to be faced. It may be shirked and the bogey permitted to grow up into a fine specimen of whatever a grown up bogey may be or it may be kindly, but firmly cuffed on the head, and if not definitely killed at least urged into a condition of practical quiescence.

Why Dead Stock Becomes a Menace

The difficulty in the situation is that so many merchants have come to look on dead stock as a necessary evil, as a condition that must of necessity grow from year to year, and apparently make no effort to meet the situation. Most insolvency proceedings are a sad commentary on this fact. Many a good store solvent on paper is dragged down by the dead weight of unsalable merchandize.

Others there are who foresee the result of such negligence and meet it in their own way by writing off from time to time a certain percentage for dead stock. This is at least business, if unprofitable business. Surely there must be better ways.

Speaking of dead stock, is not intended to convey the idea of worthless stock. Good saleable lines relegated to the back shelves by the public caprice—Goods that have been long in stock and show it by their dusty labels, but whose actual service qualities are unimpaired. Goods whose appearance has suffered from one cause or another. These we would designate as dead stock.

Some Effective Remedies

There have been many ways devised of stimulating trade and many of these have their effect in helping to move dead stock. Of course price cutting is one of the most favored, but price cutting is not the 'cure all', that some people imagine. Persistent price cutting is a slip shod method of merchandizing unless there is an intelligent method behind it.

Capitalizing the Gambling Instinct

A Montreal merchant took advantage of the gambling instinct that is an unquestionable characteristic of human nature. He was heavily overstocked in some special lines, fancy nuts and dates in glass, olives, candied fruits and similar articles mainly Christmas stock that his Christmas trade had not consumed. Dead stock it was at least temporarily, for there never was a corpse deader than a special article out of season. His idea was to wrap these articles up in fancy wrappings that concealed their identity and sell them blind. Samples of the articles selling in this way were arranged on the counter and an attractive card directed attention to the low price, made possible by the good margin of profit on such goods. It was an experiment but according to the dealer, an effective one. He expressed himself as greatly surprised at the people who were attracted by buying goods that they did not really want, by the small spice of excitement in the transaction. The reader can decide for himself whether such methods are wise.

Other merchants have met the situation by straight business methods. Mr. Bain of A. G. Bain & Co., King Street, Hamilton, when asked if he found it difficult to guard against dead stock, replied: "I don't think there is ten dollars worth of dead stock in the store." When queried as to the why and wherefore of the happy state of affairs, he said that he saved himself by careful oversight.

If a line was going slow and showed a tendency to hug the shelves, he tried to figure out the reason and find some scheme of stimulating it. Would you cut prices? He was asked. His answer was an emphatic, "No"—Price cutting does not figure to any extent in Mr. Bain's business method. "My Customers," he said, "Are not as a rule conversant with prices, and a cut wouldn't interest them, it would probably make them suspicious of the quality, and I make my appeal for trade on the quality fancy goods first and the price afterwards." Mr. Bain outlined his methods as follows: If a line that usually sells, shows a tendency to drag—Attractive window displays may be enough to review its activity. If not, any clerks will be advised to draw it to the attention of customers. I have even sent samples around with my delivery men and order takers and have found these methods sufficient to keep my stock moving without price cutting.

A Traveller for a City Grocery

Mr. Hobson of Peebles & Hobson, King Street, East, Hamilton, carries the idea of sending samples of dull stock with delivery even a step further. The firm caters particularly to a well to do trade, to whom price cutting methods would not be an inducement. Dead stock is bound to accumuluate in such a store unless some method is devised to meet it. It is met in this instance by keeping a salesman continually working in the city. He works in parts of the city that is influenced to a large extent by price. When a line drops it is at once put on this salesman's list, at a little below the ordinary figure. If it does not take, it is withdrawn for a while, to be re-introduced later with other goods at a little lower price. It is not looked upon as a money making scheme but it does keep down losses to a minimum. "We aim," said Mr. Hobson, "to make enough on these goods, even at the lowered price, to at least cover the salary of our salesmen—We do more than that. You would be surprised at the volume of business we get in this way. But if we cover expenses we would consider it profitable."

These then are a few weapons that have been effectively used to combat this drag in business. Perhaps they may prove of value as an example or as a hint to suggest other methods of equal effectiveness.

New Goods Department

The Acadia Sugar Refining Company, of Halifax, are now putting up their sugar for the first time in new and attractive 2-lb. and 5-lb. cartons. The carton carries the "Royal Acadia" trade mark in color, the corner of which is supported by a charming young girl, who apparently is somewhere in her delightful teens. The red, brown, yellow and blue in which the carton is printed forms a pleasing combination.

Utilizing the Wholesale Fair Idea

A Review of the Organization of the Pivotal Point of German Industry—What Britain is Doing to Oust Leipzig—An Interview With H. Kershaw

THAT the Leipzig wholesale trade fairs have made modern Germany is the statement made by H. Kershaw, the representative of the British Board of Trade, now in this country in charge of the Exhibition of Enemy Goods. Mr. Kershaw has in the past two years taken an active part in the efforts of the British Board of Trade to emulate this German fair and thus is particularly well qualified to speak on the subject.

Asked to outline the nature of the fair, Mr. Kershaw said:—"The Leipzig Fair was a wholesale trade fair, participated in by over 4,000 manufacturers. It was ostensibly open to all nations. In reality it was closed to all others than Germans and Austrians by the nature of things. Foreigners could exhibit there, but they could not compete against the German organization on prices. Thus they represented only a sprinkling of the exhibitors."

Wholesale Only

"The fair is strictly a wholesale one. Orders are given on an immense scale. The sales are made on the spot on the basis of the samples shown. The attendance before the war consisted of scores of thousands of the cream of the world's buyers. They came from all over the civilized globe. The great value of the fair lay in the fact that the manufacturers received perhaps in a few days sufficient orders to keep their plants busy for a year ahead. Thus, a highly desirable and usually abnormal condition was made to become a regular and established part of German trade."

Big Orders and Low Prices

"The obvious and logical result was that German and Austrian manufacturers were enabled to quote extremely low prices. The certainty of working at capacity for many months ahead enabled them to buy their material ahead and to take advantage of the market, to standardize their produce and to reduce overhead and other large charges, such as the upkeep of an elaborate sales organization. As the buyers who frequented the fair were a substantial class, it is presumed that the percentage of bad debts was very small.

History of the Fair

"The fair is hundreds of years old and has been identified with German commerce since its inception. It represents the essence of the German power of organization from which it sprang. It is only within the last few decades that it assumed first rate and international significance.

The Organization

"It is a combination of private and municipal enterprise. The manufacturers maintain a Fair Committee which co-operates with the municipality of Leipzig, of which city the fair itself is the chief source of wealth. A most voluminous and complete catalogue is issued which is divided into three groups which include the names of manufacturers, the trades represented, the towns and countries exhibiting, as well as a comprehensive plan and general layout of the buildings which house the exhibits.

A Fair City

"The entire city is turned over to the needs of the fair. The normal uses of entire sections are replaced by the exhibit office buildings, factories, residences, schools and other public buildings are all utilized.

All Classes of Goods Shown

"All classes of goods were shown, but the principal sales occurred in fancy goods, toys, cutlery, printing and stationery, musical instruments, glass and pottery. The trade ran into millions yearly. The fairs are held semi-annually; one, the largest, is in February, and the smaller one in September.

The Chief Industry

"Leipzig was built up to its present status by this fair. The evolution of it came partly from its own impetus. The landlords discovered that they could make as much in rent in one month of the fair as they could in twelve months in the ordinary way. So they encouraged manufacturers to come, boosted the fair all over the world, induced the railroads to offer reduced fares, and, in fact, did all the other things that are usually done to bring people together, as well as a lot of unusual things that are frequently overlooked. They were most thorough in their methods. Everything in the way of entertainment was offered the visitors. No stone was left unturned to facilitate the object of the fair.

Different Now

"The war has, of course, made a great difference to the fair, according to all reports. It has been sadly hit. Literature has been sent out to neutral countries in regard to visitors bringing their own sugar and getting bread and fat tickets. However, buyers were induced to go to Leipzig this year in spite of all difficulties and the usual reduced railroad fares went into effect from Holland and other nearby neutral countries. Apparently, the Germans mean to continue business.

What Is Being Done

"The British Industries Fair represents the British utilization of the Leipzig idea. It is, of course, a Department of Trade and Commerce affair. It is reserved exclusively for British manufacturers. The first one was held in May, 1915, the second one in February and March, 1916. The next one will be held in the latter part of February, 1917. This year's exhibit was confined to toys, games, fancy goods, printing and stationery, and china and earthenware. No manufactured products of metals were shown on account of the fact that such an exhibit would tend to further increase the demand upon an industry that is already taxed to supply munitions. A lack of space alone prevented other exhibits being shown. Hundred of applicants were turned away.

"The fair was a great success and conclusively demonstrated that it is of the greatest value to the manufacturing interests. The presence of overseas manufacturers was a notable feature of the occasion. A similar fair was held in Lyons, France, in March of last year. Another is planned for Utrecht, in Holland. Both are on the Leipzig model. The Lyons fair embraced every trade, and the Canadian manufacturers had a splendid exhibit.

The Basis of World Trade

"The greatest importance is attached to the use of these fairs in allied and neutral Europe. They will be found to occupy a most important place in the scheme of things after the war. The inauguration of or participation in them on a permanent basis constitutes, in the opinion of many, a prime necessity in the case of any nation which has aspirations for an increased trade."

—⚙—

E. M. Trowern, Domnion secretary, and J. A. Beaudry, Dominion treasurer of the Retail Merchants' Association, are spending a week in the Maritime Provinces. Last week they visited Halifax; on Monday, November 6, they will address a meeting in Moncton, N.B., and on Tuesday they will speak in St. John.

The Banana and the Banana Business

The Story of How the Fruit is Grown and Marketed—How Tropical Forests are Subdued, New Communities Developed and Great Argosies Launched to Bring Bananas to the American Home

A MOST interesting article appears in *The Nation's Business* on the banana and the industry that grows and markets this most edible fruit. It is from the pen of Bristow Adams, and is well worth reproduction in part. He writes:—

The fishes have a press agent, who, not long ago, offered the following toast—"The oyster, the only food which has not gone up in price!" In these days of the h. c. of l., with War Prices as an "added extra"—in the phrase of the vaudeville programme—this toast was taken up and repeated by the newspapers from coast to coast. They knew a good line when they saw it; so did the fishes' press agent.

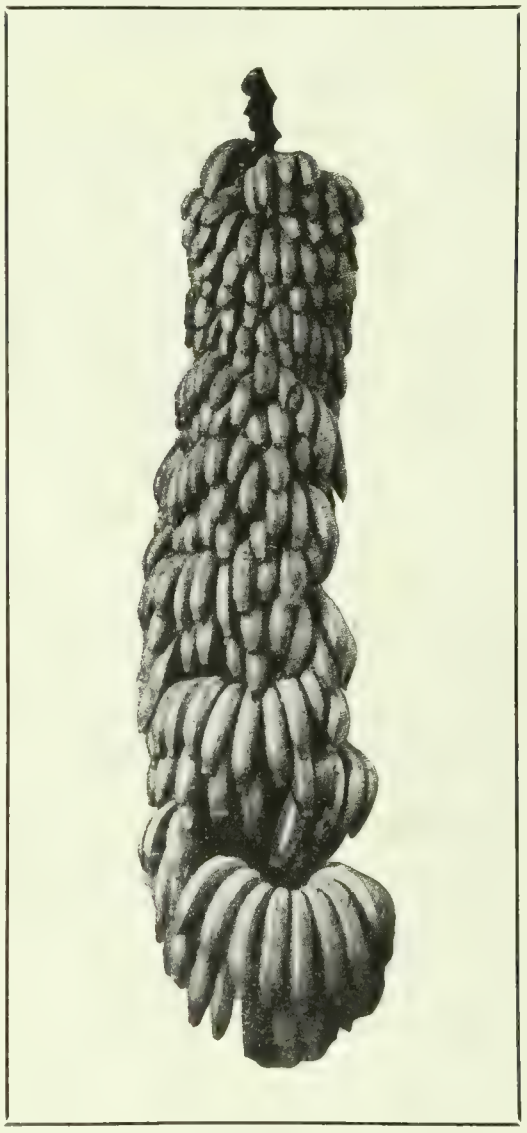
But here we go the oyster one better, and propose a toast to the one food which has been consistently lowered in price, a food which is eaten by the humblest and the highest. It can be bought by the child in the slums for a copper cent, and it can be purchased by Milady when her electric coupe stops before a shop which deals only in luxuries. To both it comes in a germ proof package, provided by nature, and to both it brings a highly nutrient food with a distinct and attractive flavor.

We refer to the fruit known to the scientist as Musa paradisica, or Musa sapientum—fruit of paradise, or fruit of knowledge—both of which names lead to conjectures as to whether it was this delectable creation with which Adam was tempted, and was translated into English as "apple," when a more literal rendering might have named the tropical delicacy known everywhere as the banana.

The present status of the banana is the result of one of the greatest romances of business, by which a comparatively unknown exotic luxury has been made a staple. Those who had vision, had courage and industry to make their dreams come true; persons who can do that are poets as well as business men—seers and financiers. Forty years ago the banana was a rarity, thirty years ago it was a luxury, ten years ago it was a commodity; to-day it has an established place in the dietary of rich and poor alike, just as the potato has.

The Banana at Home

There's a sort of fairy-tale current that the banana in its native haunts is quite different from the one we get, which is picked green and shipped some thousands of miles before it ripens. Even the natives do not let the banana ripen on the tree, for the same reason that we don't let tomatoes and pears ripen on the parent stem. They split and disintegrate, for nature is intent only on ripening seeds, and not in making a pulp especially fit for man's use.



Another yarn is to the effect that the native can go out anywhere and find a meal of bananas awaiting him, among the wild tangles of the virgin tropical forest. Not so! The edible banana is just as much a development as the edible apple, whose wild progenitor was an astringent, bitter little crab with scarcely a claim to edibility. The banana was introduced by the Spanish, and came originally from Asia or Africa. It must not be confused with the plantain which looks like a large banana, but there the resemblance ends. The plantain has not the same flavor or texture, and is purely a vegetable in its uses, while the banana is primarily a fruit. The plantain is going to find a place in the American menu before long, though it will scarcely gain the indispensability it has in the native diet. The Latin-American countries would not grow many bananas for home use; the people of the United States eat ten times as many as are consumed in the producing countries.

Of course, there are all sorts and conditions of bananas; plant-breeding experiments for size, hardiness, flavor, and shipping qualities will doubtless originate many more. The so-called "dwarf Chinese banana" comes from the Canary Islands. The common one of commerce grows to its highest perfection in Jamaica, and is known as "Gros Michel"—or, in rough-and-ready translation, as "Big Mike." Red bananas were once very popular and in the beginnings of the trade had "the edge" on their yellow cousins. Many persons preferred the flavor of the claret-colored ones, but the individual red bananas do not cling to the stems, and that has greatly militated against their export.

Leaving our sporadic importations, the first banana import business of any consequence as having a bearing on the great commerce of to-day, was when Andrew W. Preston, then a fruit merchant in Boston, got some business associates to join him in creating a demand for bananas. They knew they could not develop that demand at fancy prices. Their idea was to make small prices on enormous sales, and this idea has been held consistently ever since. The present unit of profit on each banana is such a small fraction of a cent that it seems infinitesimal. Yet it has been said that the United Fruit Company, the chief organization in the banana trade, is the "greatest agricultural enterprise in the world" because it gets its product to the consumer with so little loss in unnecessary leaks through unnecessary middlemen, and because it developed a well-rounded enterprise in farming and in disposing of the farm products. Growing, standardizing, and marketing have been equally well worked out.

One of the factors of success was the elimination of the element of risk, or of luck. A given district would produce well for a time; then would come droughts or floods, earthquakes or hurricanes, railroad washouts or revolutions. Concentration and specialization, usually the keystones of success elsewhere, were fatal in the banana business, and it was necessary to have many centres of production and of consump-

tion. The lean years of one place had to be counteracted with periods of plenty in another. This meant the development of the banana country, most of which was pestilential and fever ridden, full of venomous insects and noxious vapors. Railroads had to be built, forests cleared, swamps drained; it was a pioneer labor and worthy of the best traditions of American fortitude and perseverance.

Building the Railroads

Railroad building was well-nigh impossible, but a young American engineer, Minor C. Keith, then only twenty-three, tackled the job with skill and courage. The risks and hardships he and his brothers overcame can be guessed when it is known that the first twenty-five miles of their Costa Rican railroad cost the lives of 4,000 men, with an average working force of 1,500. The laborers were the Jamaican negroes, who furnish the bulk of the labor in the banana districts to-day. At one time there was no money to insure a continuance of pay for the small army of 1,500. and Keith called them together and explained the situation, offering to pay off in full and transport back to Jamaica those who felt they could not stick it out until more money was forthcoming. They decided to stick. Six months passed, and still no pay. He called the laborers together again, and they were unanimous in their allegiance to their boss who "would make good." At the end of nine months capital came to his aid and the men were paid in full with a bonus.

Here was another romance, and a tribute to a mere business man such as is rarely given even to a miltary leader, when there are added motives of patriotism. His railroad was nineteen years in penetrating the one hundred miles from the Coast to Costa Rica's capital, San Jose. Every mile met a new difficulty, and through it all he saw the insistent problem of getting some article of freight for the railroad to carry. Mr. Keith realized, too, that this commodity had to come out of the jungle; that is what started him to planting bananas and led to his identification with the industry, his first exports going to New Orleans in the seventies. To-day Andrew W. Preston and Minor C. Keith are president and vice-president of the great company which grew out of their early efforts.

The banana trade was steadily mounting. Production was not keeping up with the demand. In 1898 the imports were twelve million bunches, the total product available. In 1913 it had risen to fifty million—all that were raised: and to-day the same problem is to raise more. The people of this country like bananas—which is exceptional as to tropic fruits in general—since most of us find other such products too insipid, or too "sickish-sweet." We also will continue to take them in unlimited quantities as long as they come as cheap as, or cheaper than, domestic fruits—apples, pears, peaches, and oranges.

Growing the Banana

A modern banana plantation is carved out of the jungle, the land is cleared at immense labor, and the plants are set out, like bulbs or shoots, from parent stems. The banana "tree" so-called is really an annual, but will continue to produce fruiting shoots for a number of years. The fruit stalk bears a single large blossom within whose unfolding petals the tiny "hands" of bananas are formed. One who has poetry in his soul describes this blossom as "a gorgeous wine-red flower," but an unimaginative layman might compare it to a hunk of liver.

Let us follow the fruit from tree to loading port. The local manager is advised of the time of the ship's arrival and is told how many bunches are wanted and where they are going, because they must be timid to ripen when they get to market. The cutters set out through the plantation to find green bunches of the right maturity; they are Jamaica negroes, like dark, animated bronzes, showing more muscle than raiment, and each is supplied with a long spade-shaped spear and a machete. The bunch is usually about twenty feet from the ground. To get at it, the cutter jabs the spade-spear into the trunk, which bends over with the weight of bananas; then the bunch is decapitated from the parent stem by the machete.

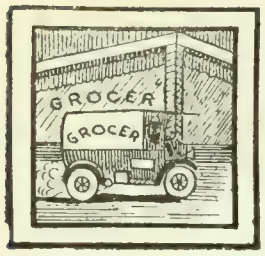
The final step in the banana's journey to the consumer.

The bunch is laid aside with stem trimmed, awaiting the pack mules which deliver it with others, to the pile alongside the railway. After sundown the train comes along and all the bunches, padded with banana leaves, go down through the cool night to the steamer, where they are packed by means of an automatic conveyor into the hold of the specially constructed ship. There are tiers on tiers of the green fruit, neatly stowed to prevent bruising, thousands of tons in all, and kept at a cool temperature by fans from refrigerating plants.

The discharge of the cargo at the home port is automatically accomplished by conveyors, canvas belts and pockets, to waiting lines of carriers, who march in continuous streams to the freight cars which carry the bananas out through the country. Each unloading conveyor at the wharf has a capacity of 2,500 bunches an hour and with four of these working at once in a ship's hold, the movement of 10,000 bunches in 60 minutes requires orderly, swift, and sure activities on the part of an army of stevedores.

At every point from tree to final car shipment the bunches are inspected, and all bunches beyond the proper degree of ripeness are held for local consumption. When the trains pull out after weighing and inspection by representatives of the leading commercial organization, such as the Board of Trade or Chamber of Commerce, they are accompanied by trained specialists, called Banana Messengers. Not only is there a preferred fast schedule for the banana express, but the messengers inspect, take temperatures, and arrange ventilating devices in transit, to counteract bad conditions of temperature and weather.

Since the haul is from the coast, and largely from southern ports, such as New Orleans, Mobile and Galveston, it is an important source of freight traffic to the railroads, being usually a long haul and in an opposite direction to the bulk of freight haulage. For winter emergencies, heating plants are maintained at various points, the largest of these in Southern Illinois, treating 72 cars at a time. All these things have to be cared for to a nicety.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

James Parr has succeeded A. A. Grant, Munroe, in his general store business.

G. A. Cook & Co., Halifax, had the stock of their grocery store damaged by fire.

J. A. Sode, general merchant, has closed his business in Scotsville, and removed to Stellarton.

A. McLean & Co., Sydney, grocery merchants, had their stock and store completely destroyed by fire.

The exhibition held in St. John for three days, commencing November 1, under the auspices of the New Brunswick Fruit Growers' Association, bids fair to put the province in a prominent place on the map of the apple growing countries.

Retailers in St. John are taking advantage of the time required for sending parcels overseas to make an early start on the Christmas goods trade. Specialties for the soldiers have been featured to good effect, with increased sales in these lines.

Ontario

E. Lees, grocer, Toronto, has been succeeded by Bert Harvey.

J. T. Beckett, grocer, Toronto, has sold out to Mrs. A. J. Pollock.

L. A. Pascoe, grocer, Toronto, has been succeeded by F. Nethercott.

W. J. Laing, general merchant, Muncey, has sold out to W. D. Sutton.

Mrs. J. Joy, St. Catharines, has sold her grocery business to F. P. Phelan.

L. Lint, Jr., general merchant, has sold his store at Kohler to J. E. Barker.

W. J. Parker, general merchant, is removing from Waverly to Ashburn.

Jos. Travers, grocer, Toronto, has sold to J. McCurrie.

The Dominion Sugar Company, Chatham, are commencing work on the large office to be constructed on a site to the north of the present temporary office. The building will be a two-storey one, with a basement. The accounting rooms, agricultural office and general offices, will all be on the first floor. The top floor will be fitted out for special work and drafting, while a portion of the basement is to be utilized as a garage for the office staff.

Western Provinces

John Gavin, Regina, grocer, is adding meats.

M. A. Harris, Edmonton, grocer, has discontinued

L. T. Grady, Foremont, has sold his general store.

N. Somme, Winnipeg, is opening a grocery business.

J. R. Mears, grocer, Arcola, has commenced business.

R. Lyone, Winnipeg, has commenced a grocery business.

C. A. Neil, general merchant, Cromer, is giving up business.

Ellice Grocery, Winnipeg, have sold out to James Stanley.

F. T. Ames, grocer, has started in business at Edmonton.

Franklin Produce Co., Saskatoon, have been incorporated.

A. Rubin, Robsart, has sold his general store to S. Grand.

Wesley Grocery, Winnipeg, have sold business to T. E. Collins.

J. P. Ash, Asquith, has started in the fish and produce business.

Hallonquist Bros., Weyburn, are selling their grocery business.

Geo. A. Tapley, grocer, Moose Jaw, has recommenced business.

Wm. Lenoff, Winnipeg, has discontinued his grocery business.

Ellen Grundy, Moose Jaw, has recommenced her grocery business.

C. Naimark, grocer, Regina, has been succeeded by Max Naimark.

Mitchell & Toon, grocers, Winnipeg, have sold to James Stanley.

Johnson & Johnson, grocers, North Edmonton, have discontinued.

A. A. Howard, Bruce, has sold his general store to Kennedy Bros.

Wiggins & Maling are opening a branch grocery store in Calgary.

F. T. Ames, general merchant, Coal Spur, has removed to Edmonton.

C. J. Summers, grocer, Calgary, has sold his business to E. S. Waddell.

J. K. Hammond, grocer, has moved from North Battleford to Prongua.

Hallonquist Bros., Weyburn, grocers, have been succeeded by R. H. Guest.

F. A. Mathe, general merchant, has moved from Outlook to Hanna, Alta.

Fred A. Morle, fruit and confectioner, Edmonton, has discontinued business.

A. E. Fry, Hartney, is discontinuing his groceries and confectionery business.

A. Rubin, Robsart, general merchant, has sold his business to S. Grand.

E. H. Smith, Winnipeg, has sold his grocery business to Robins & Bromfield.

H. Fenson & Co., grocers, Winnipeg, have been succeeded by F. W. Poidwin.

C. Naimark, Regina, has been succeeded by Max Naimark in his grocery business.

V. P. Hambly, Driver, has sold the stock of his general store to W. E. Stetney & Co.

J. O. Waltham, Bulwark, general merchant, has been succeeded by Waltham & Moffatt.

Farmers' Independent Grain Co., Ltd., have sold their general store business to Geo. Broder.

Walters & Kuchman, general merchants, Veregin, have been succeeded by W. Kuchman.

Vogts, Ltd., Neville, have been succeeded in their general store business by H. Peeker.

W. G. Graig, produce, etc., Calgary, has been succeeded by the Alberta Produce Company.

Wilence Bros. & Fishman have succeeded T. J. Cowan, Dinsmore, in general store business.

Edgett, Cameron & Gilland, wholesale fruit and produce, Vancouver, have commenced business.

The Brandon Produce Company, Brandon, have sold out to the Brandon Creamery and Supply Co.

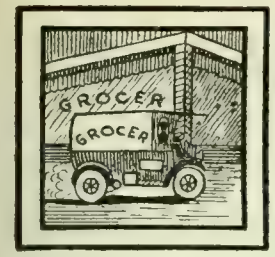
A. D. Goodman, Winnipeg, has sold the stock of his grocery and meat business to Miss Fannie Zelbovitch.

The grocers' section of the Retail Merchants' Association, Winnipeg branch, will meet on the second Monday of each month in future.

A. S. Nesbitt, formerly the Winnipeg salesman of Tees & Persse, is now representative for Saskatchewan and Manitoba for the W. G. Patrick Co., of Winnipeg and Toronto.

L. A. Walker, manager of the Victoria branch of the Vancouver Milling and Grain Company, has been promoted to a more important executive position with the company at its Vancouver headquarters. He is being succeeded by W. Lloyd Craig, who has severed his connection with Brockman, Ker, to accept the new position.

In the current news page issue of October 27, an item stated that the "Mutual Purchasing Co., grocery brokers, Winnipeg, are commencing business." As previously reported, the Mutual Purchasing Co. has organized to purchase goods for wholesale grocery and fruit houses in Western Canada, and is not in the brokerage business.



THROUGH OTHER SPECTACLES

SAY A GOOD WORD FOR YOUR TRADE PAPER

From *U.S. Tobacco Journal*

Say a good word for your trade paper now and then!

You, who have such wide acquaintance—

Whose opinions are so well thought of by your friends—

Whose fame as a "good fellow" is known wherever you go—

Give your trade paper a boost.

The trade paper is your friend.

Your acquaintance may be large, but it is larger.

Every time it prints your name, it extends your acquaintance.

Every time it mentions your brands, it does you a service.

Every time it gives you news, it fulfills its friendly function.

Why not extend its acquaintance?

A word from you is of value.

You do not have to become a confirmed disciple—

Just the right word at the right time!

When you want news—

When you want amusing gossip—

When you want to know where your old pal, Jack, is—

The trade paper will do as much for you.

You may not agree with it in everything—

Last week's editorial may have been contrary to your opinion.

Your picture may not have been published just yet.

You may not know the editor from Adam.

But the trade paper stands as your friend.

Every day it is benefiting somebody.

Some day it will benefit you—

You will see, directly or indirectly, a personal favor from it.

Why not be the first to extend your hand?

Why not cast a little bread upon the water?

Why ignore so powerful an influence?

Say a good word for your trade paper now and then!

SHOP SHOTS

The *American Grocer*

No matter who offers a suggestion about running your store, it is a good plan to give it attention unless you know it will not work.

I know of only one good excuse for not going through each issue of your trade paper carefully. That excuse is that you do not know how to read.

There are a good many people who are so cranky that they cannot get courteous attention in some stores. Every reason why you should see, then, that they are treated right in your store.

Freak advertising, freak window displays, like all other freaks, will draw crowds, but they will not sell goods, not like common-sense methods.

For one man who lacks opportunity to get ahead, a million have the opportunities, and if they fail it is because they do not use them.

Of course, you need good clerks in order to make your store a good store, but it takes a good store to make good clerks, too.

The more willingly you extend to a customer the little accommodations, the more willing the customer will be to favor you with larger purchases.

Are you sure your clerks give good telephone service, especially when you are out? Get a friend or two to call the store while you listen.

If you allow such careless cash handling methods that the clerks are constantly confronted with opportunity to take your money without getting caught, you ought to be robbed.

The man who decides to enjoy life as he goes along, unless he is independently rich, will have to enjoy it on a small income.

You can't sell much to the customer unless you first get him into the store. Bend your efforts toward getting people to come in.

Salesmanship is partly talking well, but it is also partly letting the customer talk.

A man's success may not be limited by his expectations, but it is pretty likely to be limited by his ambitions.

Salesmanship is selling customers goods they did not know they wanted, or did not intend to buy.

THE TRADE PAPER

From the *Wholesale Grocer*

"A good trade paper fills a highly important niche in journalism. Not only does it carry the news of the trade, but bears serious relation to the industry itself. In many industries it wields a greater power than any single house in that industry. It operates not only as an effective means by which manufacturers can talk to the trade about their products, but it also acts as a stimulant to higher ideals of business, and keeps down the abuses simply by turning the light upon them. There is no question at all about the importance of trade papers when they are under able editorial management and when they have a business policy that is beyond suspicion."

TOO SMALL GROSS PROFITS

(From *Grocer's Magazine.*)

According to reports which reach this magazine from many places grocers are selling various products at lower prices than they can afford . The percentage of profit necessary for success is not being maintained.

A common error is that the grocer who has happened to buy some few articles at prices under the present market is selling them at what they cost him, plus his usual margin.

The store across the street is doing about the same thing, save that the list of articles on which this is being done is somewhat different. The result of this condition is that prices are demoralized, this even applying to the small, as well as large towns.

As previously stated in this magazine, the only correct or business-like way is to keep well informed from day to day on wholesale prices and make prices apply to to-day's market. For instance, if a 20 per cent. gross profit is desired, add 25 per cent. to to-day's wholesale market price.

About the hardest problem is to try to reason with a neighboring grocer who insists that because he bought an article below the present market he will sell it at a ridiculously low price.

Most of such men are likely to find themselves out of business, because grocers, with prices jumping as they have been lately, are being tested for efficiency in a most marked manner.

THE CUSTOMER'S CONFIDENCE

(From *Grocer's Magazine.*)

In the rush to sell goods there is a tendency to forget that the basis of success in business is confidence in the store.

One of the worst things is the making of overstatements in regard to quality of goods. Something cracked up to the skies is carried home and there opened and used and found to be second-rate. The customer naturally reasons that she ought to have been given a superior article. The over-statement of the clerk has made her lose confidence in the store itself.

In many cases clerks are not well posted on qualities of goods, the proprietor not having properly instructed them. Result, wild statements about goods and later the proprietor wondering why he lost Mrs. So and So's trade, good for so much per week or month.

INDUSTRIES AFTER THE WAR

(From *Paint, Oil and Drug Review*).

Popular ideas are powerful not in proportion to their truth but in proportion to their general acceptance. In the days of Salem witchcraft it was of no help to the poor woman who was condemned as a witch to know that she was innocent and the whole affair a foolish superstition. The execution went on just the same.

There is a great deal of needless popular conversation going on just now about what will happen "after the war." It has been pointed out by many practical men that for years after the war our industries will be pushed to their limit to supply the needs of the world which it will be impossible for the European nations to furnish because of their own needs and shattered resources. So far from the business demand ceasing in this country, it must go on increasing for a long time to come. Many of our largest manufacturing plants are being compelled to enlarge the size of their plants to supply our own demand, and when the world demand increases, as it must increase, the growth will continue. Some special industries like armor plate and ammunition will feel the depression of course, but armor plate mills can go back to making rails, and ammunition factories can be immediately converted into dye, chemical and drug plants. Carbolic acid, alone, for example, has been produced in this country by synthetic methods from benzol at a tremendous increase in volume, so that we are now producing three times as much as the total domestic consumption before the war, and much more than we could normally consume. But the plants that are supplying this war demand can be converted almost instantly to the production of solo, sodium salicylate, Phenolphthalein, salicylic acid and hundreds of other coal tar preparations for which the drug trade are now paying exorbitant prices to foreign manufacturers.

This kind of quick change should of course be planned in advance and carefully studied, and it will be found thoroughly practical both chemically and commercially.

If this is not done and individuals allow themselves to be put in the position of being caught with large supplies of unsaleable merchandise in their hands, then we may expect financial difficulties to arise, but the manufacturers are too shrewd and too far-sighted to allow this to happen when there is so simple a safeguard in sight. But it is not enough that the manufacturers should be prepared against conditions; the public should be made to understand that America has become a world power industrially, commercially and politically and when the warring nations cease fighting, they must come to us and buy to such an extent that our financial prosperity will extend far into the future until such a time as too great prosperity brings inflation and the business world then must pay as in years gone by for their own folly. But the end of the war should measure only the beginning of America's great period of world mastery—the golden age of industry in our native land.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

WEEKLY SUMMARY OF GROCERY MARKETS.

THE past week in the grocery markets has been one of generally steady and upward tendencies. Manitoba flour has advanced 20c. per barrel and feeds $2 per ton. Sugar advanced 2c. per hundred to Ontario points due to increased freight rates. Butter is up one cent per pound and cheese advanced ½c. Eggs in the best grades are generally firmer owing to their increasing scarcity. Live and dressed hogs and poultry are two exceptions in which there have been declines. Both live and dressed hogs are down, the amount of decline in former being 45c. and in latter 50c. per hundred. Chickens and hens have been coming to the market in such numbers that commission men have been forced to reduce the prices being paid by 1c. per pound in order to try and slacken up the supply. Farmers object strenuously to feeding poultry with present high cost feeds.

All dried fruits are dearer. New prices have been named on seeded raisins and these are 1c. pound higher than former quotations of California Association before prices were withdrawn. Prunes, peaches and apricots are all firmer in price, with advances recorded in some instances. Tapioca continues in a firm market with possibility of still higher prices. Teas have advanced in the primary market in London and there is a generally firmer tendency for future teas. Beans are firm and advancing. Canned goods in some instances have recorded advances. Potatoes have advanced in price.

Reports from Quebec province indicate that business continues brisk. The principal increases in foodstuffs during the week have been in the provision lines. Fruit and vegetables have also moved towards higher levels. There is a good demand for canned goods despite the high prices. Some wholesalers have fairly good stocks of last year's pack canned goods. In a few cases canners have bought back goods from the wholesalers at enhanced prices in order to fulfil contract obligations. Considerable quantities of American canned goods have also been brought into Canada, and include mostly tomatoes, corn and peas. American canners have been advanced slightly in price during the week. Prices on Japanese beans have been withdrawn at Montreal. Beans are firm and higher prices are expected. The French embargo on walnuts has been raised and supplies can come forward for the Christmas trade.

QUEBEC MARKETS

MONTREAL, Nov. 7.—Principal increases in prices of foodstuffs during the week are found in the provision lines. Pork products showed several shadings upwards. Butter is much firmer. Cheese is also up in price. Eggs are higher. Fruit and vegetables also come into the limelight; apples are very firm, and potatoes are doing their utmost to reach higher levels. Regarding apples, it is interesting to note that, while there has been a vigorous export demand for Canadian apples, this week saw the importation into Canada at Montreal of two carloads of American "Spies," which, after paying duty and freight, would retail at about $7.50 or $8 per barrel (nearly double last year's price for Spies). Sugar is threatening to come back to the highest figure quoted recently in Montreal, though actually sugar is being sold at prices 15c lower than these high quotes which are still the official listings of all but one company. The market for sugar in New York is influencing firmness over here. Dried fruits are firmer. Nuts show the same tendency. Tea is in steadily firming market. A better demand for spices is reported, and there is continued firmness as regards flour, cereals, and dried vegetables. Coffee alone seems in dull market, although local demand is reported to be picking up for good grades of coffee. Reports regarding general business in all grocery lines in the country and city are exceedingly good. Demand is brisk even for canned goods, which are exceptionally high-priced owing to shortage of supply, partly met by importation from across the line.

American Canned Goods Advance in Price

CANNED GOODS.—In almost every respect the market for canned goods remains in the condition described last week—that is to say, disturbed. Wholesalers, however, are complacent in the main. Most of them have secured considerable stocks of old season's pack canned goods, on which they are making comfortable profits. It has even been the case that the canners have bought back goods from the wholesalers at an enhanced price in order to fulfil urgently enforced contract obligations, and considerable canned goods have come in from the United States for the same purpose. It is unusual for Canadian buying of canned goods from the other side to begin so early as it has this year, and the feature shows how bare the sources of supply for new pack canned goods has become in the Dominion. Tomatoes, corn and peas are the classes of goods mostly freely purchased for the Canadian market, and high prices have been paid. Prices have, however, increased to the Canadian inquirers for American canned goods this week, the increase being about 10c per dozen. While it was possible last week to lay down Baltimore tomatoes in Montreal at $2 per doz., this week the cost is $2.10. In the opinion of some in close touch with the market it is no longer a paying proposition to import American canned goods at the enhanced prices; nevertheless where contract fulfilment is insisted on, some will still come in. Contrary to an early idea, the American crop of tomatoes is said to have been bountiful, but at the same time it is believed that the United States can consume all their own pack of canned goods. Two changes of price are reported locally in canned fish. The "pink" or humpback variety of salmon is quoted at 25c per doz. higher—that is now $1.75 per doz., and Canadian sardines (ordinary quality) have advanced 25c to $4.50 per case.

Local Market for Sugar is Now Even

Montreal

SUGAR.—Although sugar is selling in Montreal at prices 15c below regular

list, the market is considered firm, with a tendency towards strength. The market may become firmer if refiners are compelled to buy from the holders of the raw materials at the holders' prices before the new crop of Cubas comes on the market in quantity. It will be five or six weeks yet before any large supplies of new crop Cubas can be obtained. In the meantime holders of raw Cubas in New York are holding firm for 5⅝c against the refiners' offers of 5½c. Should there arise any considerable demand for the refined product, prices would certainly advance, as refiners would require to buy at the higher figure to supply the market. At present, however, in the opinion of some of the largest wholesalers in Montreal, retailers are for the most part pretty well stocked up with sugar, having bought at the time sugar was lower priced. It is possible, however, that increased demand may develop, and the outlook of the market is not for any immediate recession of prices.

	Per 100 lbs.
Extra Granulated Sugars -	
100 lb. bags	7 90
20 lb. bags	8 00
2 and 5-lb. bags	8 20
Extra Ground Sugars—	
Barrels	8 25
50 lb. boxes	8 45
25 lb. boxes	8 65
Yellow Sugars—	
No. 1, 100 lb. bags	7 50
Dark yellow, 100 lb. bags	7 30
Bright coffee, bbls. only, cwt.	7 75
Powdered Sugars -	
Barrels	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Paris Lumps -	
100 lb. boxes	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Crystal Diamonds—	
Barrels	8 50
100 lb. boxes	8 60
50 lb. boxes	8 70
25 lb. boxes	8 90
Cartons	9 30
Half cartons	10 30

Nut Prices Keep Firming Steadily

Montreal

NUTS.—Prices on new crop filberts have been given out by the wholesale trade this week, and seem low in view of the tendency of the primary markets. The prices quoted are from 18c to 19c per pound. New crop Brazils are also quoted at from 20½c to 22c per pound, and 21c is being generally paid for these nuts. Walnuts are in firm and distinctly firming market, being quoted at 40c to 42c, and in some cases higher where quality of the goods and nature of demand contribute to greater firmness. Prices on the larger Manchurian walnuts have been withdrawn by cable. These had been quoted considerably lower than the European or Californian nuts, and may go to higher prices in ratio to the prices asked for the European walnuts.

Almonds (Tara), per lb.		0 19
Brazil nuts (1916 crop), per lb.	0 21	0 22
Filberts (Sicily), per lb.	0 18	0 19
Hickory nuts (large and small), per lb.		0 09
Peanuts (coon), per lb.		0 10
Peanuts (Jumbo), per lb.		0 13
Pecans (new Jumbo), per lb.		0 18
Walnuts (Bordeaux, shelled)	0 40	0 42

Molasses Firm But Prices Unchanged

Montreal

MOLASSES AND SYRUPS.—Shrinking supplies of molasses and great firmness in price in consequence, have still not gone far enough as yet to make a difference in the prices quoted last week. It is firmly believed by the trade, however, that molasses will be quoted much higher before Christmas. Corn syrups are in extremely good demand at prices quoted, with manufacturing capacities of the country taxed to the limit to cope with the condition.

	Prices for Fancy, Island of	Choice, Montreal.
Barbadoes Molasses—		
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 4½c; ½ bbls., 4¾c.; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 25
Cases, 5 lb. tins, 1 doz. in case	3 65

Prices Withdrawn on Japanese Beans

Montreal

DRIED VEGETABLES.—Prices have been withdrawn on Japanese beans, which had been in rather brisk demand of late, and the market is now wholly dependent on the Canadian crop. This crop is not as yet accurately estimated either as regards quantities available or quality. The crop is believed to be of excellent quality, though scanty in some quarters. Bean prices, it is claimed, will be higher than the trade has been accustomed to. Peas also keep in firm market, and barley is very firm at present.

Beans—		
Canadian 3-lb. pickers, per bushel		6 50
Canadian hand-picked		7 50
Canadian 5-lb. pickers		6 10
Yellow Eyes		6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.		6 50
Barley (pot), per bag 98 lbs.		4 75
Barley, pearl, per bag 98 lbs.		6 00

Spices Brisker And In Renewed Demand

Montreal—

SPICES.—Prices are unchanged from last week's quotations, but a brisker demand for spices throughout the province and a market generally firmer are reported this week. Good business is being experienced in the spice trade. Conditions in New York point to firmer prices. Peppers show a slowly rising tendency. The primary and spot markets for cloves, pimento, and mace have come to about the same level. The New York spot market for peppers, nutmegs, gingers, and cassias continues far below the primary market in many lines of these goods. Nutmegs are firming in price now, there being some indication

THE ALTITUDE TEST.

—The Vancouver Province.

that stocks are becoming low. Carraways are firmer. Cream of tartar fluctuates round quoted price.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	——	—0 35
Cloves	0 30—0 52	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 28
Mace	—0 80	——	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	——	——
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Candied Peel Has Advanced a Cent

Montreal

DRIED FRUITS.—Some shipments of California raisins, undamaged by the rainfall, which ruined much of the crop, have arrived, and are being marketed at prices 2c per lb. higher to the jobber than previously quoted. No change has been as yet announced in prices to the retail trade, and the arrivals from California are not enough to influence the market to any extent. In fact, though growers have quoted some new prices to jobbers, they have no fruit to offer. All lines are to be high this season, prunes and figs included. Some Spanish new crop figs have reached Montreal packed in mats and selling at $2.40 per mat to the retailer. Currants are firm as ever. Candied peels went up a cent a pound this week. Dates are reported about a cent higher for package goods, prices running from 10c to 11½c for these lines. Hallowee dates are not found to any extent on the market at present. In packets they run 10c. Royal Excelsiors are also quoted at 10c.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 08½	0 09
Apples, choice winter, 50-lb. boxes	....	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 26
Lemon	....	0 23
Orange	....	0 24
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, 1 lb. pkgs.	....	0 10
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15½
50 to 90, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 05	0 09½
Spanish (new), mats e,pr mat	....	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Generally Good Tone As To Tea

Montreal

TEA.—The firming tendency in tea continues. A more pronounced inquiry has been observed of late for the lower grade Japan and China teas. Black teas are firmer, with prospects towards further firmness. Business is reported good. Prices show no change locally.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Little To Disturb Calm of Coffee

Montreal—

COFFEE.—Still in slack market, in spite of efforts to arouse speculative interest in New York, coffee occupies something like the dead calm centre of the cyclone of rising prices for foodstuffs. Though everything else shows the firming tendency, and the tea market of late is also firmer, coffee keeps at a dead level of average prices. News from the primary markets indicates a merely average crop in Brazil, about 9,000,000 bags (the record was over 15,000,000 bags in 1906-07). The feeling on the market of Rio and San Paulo is dull, and with cost of packing materials steadily on the increase, paper, sacks, cans all higher priced and going higher, coffee merchants would welcome word of greater firmness and a reasonable chance to bring coffee in line with almost every other commodity known to commerce in foodstuffs. It is interesting to note that demand for coffee is reported to be better now in Quebec Province than has been the experience in previous years. Western demand is also on the increase, and business in coffee at the ruling moderate prices as contrasted with other commodities is considered in the main good. A sudden call for coffee for the great coffee consuming countries cut off by rigors of war from their usual supplies from Brazil would effect an instant electrification of the market, but when can that call come?

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Potatoes Go Up In Price Rapidly

Montreal

FRUIT AND VEGETABLES.—Higher prices are looked for in all lines of roots. The potato has started the fashion by making rapid leaps upward in price during the past couple of weeks, until now Green Mountain potatoes are being sold at $2.15 per 90-lb. sack, and almost in car load orders at that. Good potatoes in Montreal now are quoted at $2.10. The rise in price of potatoes has been from 10c to 15c in seven days. Red onions are up 50c a bag. New on the Montreal vegetable market now is New York celery in crates of 8 doz. heads at $5 a crate. Montreal celery is about off the market. Spanish onions are up 25c per crate. Hothouse tomatoes are very scarce and up 10c to 35c a pound. They are also being sold by the box in boxes containing 2 dozen at $1.60 per box. In fruit, apples are always tending upwards in price, there being a specially brisk demand for McIntosh Red and Fameuse. Bananas are a shade easier in price at $2 a bunch. Lemons (300s) are $5 a case. Tokay grapes are $3 a crate, and in good demand. The demand for mushrooms has hardly opened yet. They are quoted at 75c a pound.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	....
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
Basket peaches	....	0 50
	No. 1	No. 2
St. Lawrence Apples	4 50	3 50
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....

Brussels Sprouts, per doz. bunches	....	1 00
Cauliflower, per doz. bunches	....	2 00
Celery (N.Y.), per crate	....	5 00
Onions, red	....	2 50
Onions, Spanish, per crate	....	5 75
Peppers, red and green, per doz.	....	0 20
Potatoes, per bag (80 lbs.)	2 10	2 15
Carrots, per bag	....	0 75
Beets, per bag	....	0 75
Parsnips	....	1 00
Lettuce, Head, doz.	....	0 75
Lettuce, Curly, doz.	....	0 40
Lettuce, Romaine, doz.	....	1 00
Tomatoes, hothouse, lb.	....	0 25
Beans (U.S.) bkt.	....	2 50
Horse Radish, per lb.	....	0 20
Cabbage, doz.	....	0 75
Cucumbers (basket)	....	0 75
Cranberries (Cape Cod), barrel	....	9 00

Western Coast Fish Scarcer and Dearer

Montreal

FISH AND SHELL FISH.—Fishing has been better on the Atlantic Coast, and prices of haddock and the haddock products have decreased to some extent accordingly. On the West Coast, on the contrary, owing to bad storms, fishing has been retarded, and halibut has in consequence gone up one or two cents per pound. It is a question now when the price of halibut will touch high-water mark. Owing to shortage of bait, the fishing boats plying on the North Pacific put in less time halibut catching than they have to put in hunting from port to port for herring to use as bait, and indications are all towards high-priced halibut. Supplies of lake fish are decreasing with the advancing of the season, and already some frozen fish are taking the place of the fresh product in a small way. Pickled and prepared fish delivery is as good as can be expected, and there is no inclination for prices to sag. There is still enough offered to take care of present requirements. Shell and

bulk oyster trade is brisk. Since the 31st October (Canada's national fish day celebrated from coast to coast) the campaign to make Tuesday as well as Friday a Fish Day has begun, and the only difficulty is to get enough fish to meet the new demand created by the inauguration of the plan. Huge fish purchases by the British Government are making inroads into the production of the Dominion, and efforts are being made everywhere possible to encourage greater fish production.

SMOKED FISH

Haddies	0 10	0 12
Haddies, fillet	0 10	0 14
Digby herring, per bundle of 5 boxes		0 80
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	12 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, meduim and large, lb.	0 50
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50

FRESH SEA FISH

Halibut	20
Haddock, fancy, express, lb.	8
Mackerel, (med.) each	16
Mackerel (large), each	25
Cod, steak, fancy, express, lb.	10
Flounders	7
Salmon, Western	17 —18
Salmon, Gaspe	18 —20

FRESH LAKE FISH

Pike, lb.	0 10
Perch	0 10
Whitefish, lb.	0 15
Herrings, lb.	0 06
Lake trout	0 13
Eels, lb.	0 10
Dore	0 13
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

ONTARIO MARKETS

TORONTO, Nov. 8.—The tendency in the grocery market during the week is quite generally toward firmer prices. Flour has lost none of its strength, in spite of a temporary weakness that was noted last week. Wheat is firm and inclines gradually toward higher levels. Sugar is holding steady at recent quotations, with an advance of 2c per hundred recorded by reason of the increased freight rates to that extent from Eastern points. All dried fruits are firm with advances recorded in some. The market in fruits and vegetables has settled down to the quietude of the winter status. In provisions lard and compound have advanced in price. Butter and cheese are also selling at higher prices.

FLOUR GOES UP TO $10.20.

While Canadian Grocer is on the press flour advanced another 20c per barrel, and is now quoted at $10.20 in car lots and $10.40 in small lots. On Wednesday the wheat market developed strength and approximately 4c per bushel. At the closing quotations of wheat on Wednesday at $1.95¼ the flour market is still very strong even with the last recorded advance. With continued firmness in wheat a further advance would not be improbable in the near future. Feed prices have all advanced $2 per ton.

Sugar Increased 2c. On Account of Freight

Toronto

SUGAR.—The price of sugar has increased 2c per 100 pounds on all grades owing to the refiners having to pay that amount extra freight from Eastern points. While the quotations of the refiners remain unchanged at last week's figures those of the three quoting the highest figures are only nominal as business is being taken by all refiners on the basis of the lowest quotation. In the face of the conditions there is little new business developing. Grocers were pretty well stocked up in anticipation of the recent advances. In Canada the beet root crop is reported short and it is expected this crop will not have any material bearing on the local sugar situation. Prospects are that the crop will be only about half that of a normal year. In the New York market conditions might be characterized as quiet. Refiners there are showing little interest. The market there in raws after receding ¼c from the high point returned later to the former basis of 6.65c, duty paid. At this figure refiners are showing little interest, but speculators are in the market. It is an undoubted fact that supplies are reduced to the minimum. On November 2 the estimated amount of stocks in all hands, i. e. refiners and importers, was 51,040 tons as compared with 170,116 tons at the same time last year. This is a decrease of 119,076 tons. The meltings by refiners for the week ending November 2 continue to be heavy, although showing a slight decrease over the preceding week. The meltings by refiners showed 53,000 tons were used as compared with 45,000 tons for the corresponding week last year, an increase of 8,000 tons. Meltings as compared with the preceding week showed a decline of 6,000 tons. The question becomes increasingly pertinent as to whether or not there will be sufficient supplies to meet the needs until the new Cuban crop comes in about January 1.

	100 lbs.
Atlantic and St. Lawrence Companies, extra granulated sugars	8 13
Acadia Sugar Refinery, extra granulated	8 03
Canada Sugar Refining, extra granulated	7 98
Yellow, No. 1	7 73
Special icing, barrels	8 48
Powdered, barrels	8 28
Paris lumps, barrels	8 73
Assorted tea cubes, boxes	8 73

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Note.—Prices on yellow, icing, powdered, lumps and cubes are the high quotations. Canada Sugar Refining Company is 15c under these figures.

Molasses Continues Firm; Corn Syrup Steady

Toronto

MOLASSES AND SYRUPS.—Conditions in the molasses market continue firm. In the Southern United States some fancy prices are being paid for the Louisiana crop and this is discouraging buying. They are waiting for a reaction there. Locally the market for Barbadoes and West India remains unchanged. The demand is not appreciably large, although it is improving. Corn syrups continue in good demand with prices steady. Cane syrups are also unchanged.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2-lb. tins, 2 doz. in case		3 25
Cases, 5-lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, 1b., 5¼c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 64
West India, gal.	0 40	0 43

Teas Advance Again In Primary Market

Toronto

TEAS.—Advices from London by cable on Monday stated that all grades of both India and Ceylon teas were up ½c to 1c per pound. One of the factors operating to send prices firmer is the very slow shipments. There are certain districts in India that are getting very few boats to take their shipments to the outside world. Floods in the Cachar and Sythet districts of India have greatly reduced the output in those sections. Importers find they can only get about the amount they call for. The demand is picking up considerably in the local market. From present indications the tea market is strong with higher prices quite generally predicted. Locally the prices have not as yet been advanced.

	Per lb.	
Pekoe Souchongs	0 24	0 25
Pekoes	0 24	0 26
Orange Pekoes		0 28
Broken Pekoes		0 30
Broken Orange Pekoes		0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coffee Stocks Show Considerable Increase

Toronto

COFFEE.—Locally the coffee market holds steady. In the primary markets there is an easier feeling due to the accumulation of stocks without any possibility of having an outlet for them to European markets. Stocks of Brazil coffees at Santos and Rio increased to 3,181,000 bags as compared with 2,469,000 bage in 1915. In the United States the trade is adopting a hand to mouth

attitude in the purchase of stocks. The idea prevails there, according to usually well informed authorities, that the market will react further under the stress of accumulating stocks. Stress is laid on the fact in certain quarters that coffee is practically the only commodity that has not been inflated and that it will be the most in demand from the Central Powers following the conclusion of peace. In the face of this there has been a bearish attitude in the market.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Nutmegs Are Now In Market Limelight

Toronto

SPICES.—There has been a flurry in the nutmeg market during the week, due primarily to a corner that has been effected. These come by way of Holland from the East and West Indies. The price locally has not advanced although the market is firm. Carraway seed continues in an excitable condition. In the New York market this commodity has been selling in the neighborhood of 52c to 54c. Locally it is quoted at 40c. The demand for all spices continues good.

Allspice		0 18
Cassia		0 32
Cinnamon		0 60
Cayenne		0 35
Cloves		0 35
Ginger		0 30
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole		0 40
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 40
Cream of tartar	0 50	0 51

No Certainty About Getting Seeded Raisins

Toronto

DRIED FRUITS. — Although the prices have been named by the California Dried Fruit Association on seeded raisins there is no certainty that any large deliveries for new orders will be made. The advance in price over that previously quoted before the prices were withdrawn is 1c per pound. No firm orders are being accepted by the association, as they will not guarantee delivery on new business placed. Orders that had previously been placed will be filled in full at the advanced prices. With new orders the association will only accept them subject to fulfilment to the extent supplies are available. Some business is being done with local importers on these conditions. Prunes in the primary market are up ½c on small sizes, with only a limited amount obtainable, while the large sizes have advanced ¼c per pound. Locally the wholesalers at the time of writing had not increased their prices. Dried peaches are also up ⅜c per pound. Apricots are also firmer in price. On currants there is little interest, as no quotations are being made and no vessels are leaving Greece in the near future to bring the goods to this side.

Apples, evaporated, per lb.	0 08½	0 10
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 18½	0 19
Patras, per lb.	....	0 20
Vostizzas, choice	....	0 22
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 90	4 10
Prunes—		
Choice, 50-lb. boxes	....	0 11
Stds., 50-lb. boxes	....	0 10½
Fancy, 25 lbs., faced	....	0 13
Peaches—		
Choice, 50-lb. boxes	....	0 11
Stds., 50-lb. boxes	....	0 10½
Fancy, 25 lbs., faced	....	0 13
Raisins—		
Valencia, Cal.	0 08½	0 10¼
Seeded, fancy, 1-lb. packets	....	0 12
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	....	0 14

Price of Tapioca Firm and Advancing

Toronto

RICE AND TAPIOCA.—Prices on tapioca continued in a very firm market, with practically none obtainable at the low quotations of last week. The low price among local wholesalers is quite generally 10½c. It is becoming increasingly scarce. Importers are unable to get offers from dealers in Singapore. There is some Penang being offered. The prospect is for still higher prices. Some cheap tapioca that was on the way here has quickly disappeared into higher priced goods. Rice continues in good demand and at steady prices.

Rangoon B, per 100 lbs.	4 50	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	5 50	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 09½	0 10½

Embargo Removed by France on Walnuts

Toronto

NUTS.—A feeling of relief is prevailing among local importers over the fact that the French Government has again raised the embargo on walnuts. This will allow goods on order to come forward as usual for the Christmas trade. The market for all nuts nevertheless holds firm. Peanuts are slightly easier in price and chestnuts are up 25c per peck.

Beans Have Advanced 25c. Bushel in Week

Toronto

BEANS.—Ontario prime beans continue in a firm market with an advance recorded of 25c per bushel in the various grades during the week. New crop Ontario are not yet on the market. The local market has advanced in sympathy with the Michigan bean market, where beans for November and immediate shipments are quoted at $6 per bushel. There are slightly easier prices, however, in the Michigan, beans being quoted as high as $6.50 for November shipments on November 1. Lima beans locally are also in a strong market, the lowest price now being quoted at 9c.

Ontario, prime, per bushel	5 50	6 00
Rangoon, per bushel	5 00	5 25
Japanese, per bushel	....	5 00
Limas, per pound	....	0 09

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck	....	2 50
Peanuts, lb.	0 11	0 12

Canned Pumpkin Took Jump of 25c. in Week

CANNED GOODS.—There has been a general tendency of settling upward in prices for canned tomatoes, peas, corn and pumpkin during the week. Canned pumpkin took a jump of 25c per dozen during the week and is now selling at $1.70 to $1.75. In tomatoes there was a grading upward to the highest quotations of last week. In one instance the low quotation still held at $2.02½ but some of the firms who were quoting at this last week are now quoting at $2.15 and $2.17½. The price of $2.25 is being maintained by other wholesalers. Peas have advanced 10c per dozen and are now selling at $1.35. Corn is now quite generally selling at $1.50 per dozen. There is plenty of inquiry for canned goods but supplies are short to fill them.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	....	1 15
Pinks, 1-lb. talls	....	1 50
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2½s	2 02½	2 25
Peas, standards	....	1 35
Corn, 2's, doz.	....	1 50
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins	1 70	1 75

Package Goods Hold Steady in Market

Toronto—

PACKAGES. — All package goods have held steady in price during the week. The rumors of probable advances in shredded wheat appear to have little foundation. The manufacturers are guaranteeing present prices at least as far ahead as Jan. 1, and so far as they are concerned there will be no advances. From authorities in a position to know it is stated there is no chance of an advance in this product in the near future at any rate. Cornstarch in one-pound cartons, No. 1, is quoted at 8½c per pound and No. 2 the price in pound cartons is 7½c. Ordinary starch in 6-pound packages sells at 7c per pound and in cartons at 8c per pound.

Cornflakes, per case	$2 95
Rolled oats, round, case	4 00
Square, case	4 50
Shredded wheat, case	3 00
Cornstarch, No. 1, pound cartons	0 08½
No. 2, pound cartons	0 07½
Starch, 6-lb. packages, per lb.	0 07
In 1-lb. cartons	0 08

Codling and Frozen Salmon Coming in Well

Toronto

FISH.—Now that the fresh halibut is off market the frozen variety is coming to market in good quantities. The price has accordingly become easier by 1c per pound and is now selling at 15c to 15½c. Cod has been coming in better quantities and the price for the steak has in consequence declined 1½c per pound. Codling, or young cod, is now reaching the market in good supply, the price quoted being 8c per pound. Frozen cohoe salmon is selling at 14c and qualla salmon, the pink variety, at 9c. Lake herring are easier in price by 1c per pound and lake trout has registered a decline of ½c. The trade in all lines of fish is brisk. Oysters have been holding steady at recent quotations with a good demand reported. Shrimps have not yet arrived but are expected in the market next week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	0 12	0 13
Digby herring, bundle of five boxes	....	1 00
Smoked boneless herring, 10-lb. box	1 25	1 50
FRESH SEA FISH.		
Halibut	0 15	0 15½
Haddock, fancy, express, lb.		0 09
Steak cod, fancy, express, lb.		0 10½
Codling, per lb.		0 08
Flounders, Maritimes		0 08
New York		0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb.		0 13
Herrings, lb.		0 06
Lake trout		0 11½
Oysters—		
Standards, gal.	1 90	2 00
Selects, gal.	2 40	2 50
Shell, per 100	1 25	1 50

Spanish Grapes and Jamaica Grapefruit In

Toronto

FRUIT.—Some fine samples of Spanish Almeria grapes arrived in the market this week, packed in small 33-pound barrels, that are being quoted at $7 to $8. Jamaica grape fruit also put in an appearance, the 54's, 64's, 80's and 96's selling at $4 per case. The Ontario pears are about off the market and their place is being taken by the California case pears, which are selling at $4. Cranberries are firmer in price, being quoted from $9 to $10 per barrel, with the 28-quart boxes from $3.25 to $3.50. Jamaica oranges are slightly easier in price, the range running from $3 to $3.50. Late Valencias on the other hand are firmer in price and are selling at $5.50 to $6, an advance of 50c per case. Ontario grapes are about cleaned out, as in fact nearly all local fruit is, with the exception of apples. These latter are selling at $3 to $5.50 per barrel.

Apples, basket	0 25	0 50
Barrel	3 00	5 50
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	2 75
Cranberries, bbl.	9 00	10 00
Boxes, 28-qt.	3 25	3 50
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	5 50	6 00
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums	....	5 00
Spanish Almeria, small barrel	7 00	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case	....	4 00
Lemons, Cal., case	....	7 00
Pears—		
California, case	....	4 00

Potatoes Go Higher By 25 Cents Per Bag

Toronto

VEGETABLES.—An advance of 25c per bag was recorded in the price of New Brunswick potatoes during the week. They are now selling at $2.25 to $2.35 per bag. Ontario potatoes are firmer accordingly although there are not many of them in the market. New Jersey sweet potatoes are slightly firmer in price and British Columbia potatoes are quoted 15c up. Tomatoes are about off the market, only a few green ones coming at this late date. Some British Columbia onions are in the market and are selling at $3.75 per 100-pound sack. Parsnips are quoted at $1.50 per bag and beets at $1.35. Demand for vegetables has not been very brisk during the week. Watercress and parsley are down in price, selling at 25c per basket. Yellow turnips are easier in price by the bag. Mushrooms are coming better and show a considerable reduction in price.

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	....	1 50
Carrots, bag	1 35	1 50
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6-qt.	1 75	2 00
Onions—		
Spanish, crate 120 lbs.	4 75	5 25
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	....	3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 35
Sweet, New Jersey, hamper	1 85	1 90
Ontario, 90 lb. bags	2 00	2 15
B.C., 90-lb.	....	2 15
Parsnips, bag	....	1 50
Watercress, 11-qt.	....	0 25
Parsley, 11-qt.	....	0 25
Turnips, 11-qt. basket		0 25
Yellow, bag		0 85

MANITOBA MARKETS

WINNIPEG, Nov. 8:—Manitoba markets may be described as somewhat erratic and unsettled with a general upward tendency of prices in nearly all lines. The sensational rise in wheat during the latter half of last month carried flour prices to a higher point than for many years. It is unwise to prophecy but there is a consensus of opinion among those well informed that though sharp reactions in grains may be expected both wheat and oats will go much higher before the new crop comes in.

The high prices of all staples have brought about much grumbling at the "High Cost of Living" and the daily press is flooded with charlatan remedies for a condition brought about by war and which would be greatly accentuated were the said charlatans given a chance to put into practice some of their theories.

The retailers are always a favorite target for the attack of the above mentioned class although there is no man to day more adversely affected by general high prices than the grocer.

Industrially the West is in excellent shape. There are no idle hands but rather difficulty is experienced in securing required help whether in the warehouse or at machine and desk. Shortage of farm labor is also seriously affecting the farmers in Saskatchewan and Alberta where there is yet much threshing to be done. Two weeks of the splendid weather now prevailing would be of immense benefit and greatly improve business conditions both in the city and country.

A well-known wholesale firm here in reviewing the market says: "The general trend of prices of all food stuffs is higher, early purchasing has benefited the buyer and in most lines it does not look as if the top has been reached. A partial failure of the Ontario fruit and vegetable crop forces American buying of canned goods. High prices rule and they will be still higher. Due to a failure of the salmon catch there is a very small delivery so far.

Corn Syrup Prices Go Higher.

Winnipeg

SUGAR.—The market is still in the $8.50 bases for standard granulated. There have been two advances recently in syrups and further advances are looked for. The extraordinary high price of corn gives no hope of any revision downward. Some changes will be found in the list.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (100-lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 65
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 65
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 25

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, ½ doz.	3 71
20s, per case, ½ doz.	3 72
½ barrels, cwt.	5 50
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20 lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
Barbadoes, ½ bbls., per gal.	0 72
New Orleans	0 47

Further Advances in Dried Fruits.

Winnipeg

DRIED FRUITS.—In almost every line there is some advance, raisins in particular are going strong. Currants are extremely difficult to obtain. Prunes, evaporated peaches, and apricots, have scored further advances, and though peels are higher they may be considered a good purchase at the present figures. Advances as to the California raisin crop estimate damage at from 25 to 50 per cent. The foreword here is that the quotations on the new crop of evaporated apples will be much higher than the prices now in vogue.

Dried Fruits—		
Pears, choice, 25's		0 14½
Apricots, choice, 25's		0 18½
Apricots, choice, 10's		0 19
Peaches—		
Choice, 25-lb. boxes		0 09
Choice, 10-lb. boxes		0 09¾
Currants—		
Bulk, cleaned		0 17
16-oz. pkgs., cleaned		0 15
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 12 oz. pkgs.		0 09
Raisins, California—		
16 oz. fancy, seeded		0 10½
16 oz. choice, seeded		0 09¾
12 oz. fancy, seeded		0 08½
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's		0 08⅞
3 crown, loose, 50's		0 08½
Raisins, Cal. Valencias—		
3 crown, loose, 25's		0 09
3 crown, loose, 50's		0 08¾
Prunes—		
90 to 100, 25s		0 08
50 to 60, 25s		0 10¼
Peels—		
Orange, lb.	0 17¾	0 22
Lemon, lb.		0 21
Citron, lb.		0 25

Coffee Unchanged Locally

Winnipeg

COFFEES.—There is practically no change in the primary or local market this week.

Coffee—		
Green, choice, No. 7 Rio	0 15	0 15¾
Green, choice, No. 5 Rio		0 16¾
Green, Santos	0 17	0 17¾
Roasted Rio, in bulk, bbls.		0 19½
Roasted Santos	0 22½	0 24
Maracaibo, green	0 19	0 20
Chicory, lb., Canadian, 14-lb. tins		0 10¾

Allspice Advances

Winnipeg

All lines of spices are firm and the feature this week is a sharp advance in ground allspice which is now quoted at 16.

Allspice, ground		0 16
Cassia, ground	0 19	0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 23½	0 26
Cloves, ground	0 31	0 32
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes		0 30
Ground, white, 10-lb. boxes		0 37
Whole, white		0 29½
Whole, black, 25-lb. pails		0 27½

Heavy Export Sales of Manitoba Potatoes.

Winnipeg

The potato crop of the province generally is reported upon as being satisfactory and has been saved with very little loss. There is a very active trade in car lots both in Ontario and to the United States some of the more important potato growing districts have been practically cleaned out of all except home requirements. Vegetable dealers express the opinion that Winnipeg will have to import heavily from British Columbia before next spring.

Other lines of vegetables are plentiful and fairly reasonable in price though importation of some lines is already becoming quite heavy.

Manitoba potatoes, 7-bushel lots	0 75	0 80
Manitoba potatoes, carlots	0 65	0 70
B.C. potatoes, carlots		0 80
Carrots, bushel		0 75
Turnips, bushel		0 75
Onions, per case		3 50
Cabbage, per cwt.		1 00
Cauliflower, per doz.	1 50	2 00
Imported mushrooms		0 85

Citrus Fruits Cheaper— Apples Advancing.

Winnipeg

Ontario apples are reported as scarce and lines that are available have had sharp advances. B.C. box apples while plentiful are very firm. Oranges, lemons and grape fruit are on the decline and are likely to be much cheaper in a few weeks. Week end quotations are:

Oranges, case	6 00	6 50
Lemons		7 50
Grape fruit		7 00
Emperor grapes, kegs		5 50
Ontario Greenings		6 00
Ontario Spies		7 00
Ontario Baldwins		6 00
N.S. Kings		4 75
B.C. box apples	2 00	2 75
Washington pears, case		3 75

Roll of Honor

Eugene E. Woodrow, formerly with Northrop & Company, wholesale grocers, St. John, died of wounds in the general hospital in Cambridge, England, on November 1. His parents, one brother and three sisters, survive. At the time of his death he was only nineteen years old.

Pte. Charles Reid McLachlan, Toronto, is reported killed in action, after a brief return to the trenches, having recovered from a gunshot wound in the face, received six weeks ago. Before enlisting he was employed by S. Kinnear & Co., wholesale grocers.

Lance-Corporal Clarence H. Smith, of the 43rd Battalion, was reported wounded on Oct. 10th, and is now convalescing in England. Before enlisting he covered Northwest Saskatchewan for H. G. Smith, wholesale grocers, Regina, Sosk.

Sergt. John L. McMillan, who before he donned the khaki, was connected with The Mackenzie Company, of Kelowna, B.C., has been reported killed in action on Sept. 28. Two other members of the staff, Lance Corp. C. Skukly and Pte. C. McPhee are also overseas.

POTATO TRUST CONVICTED

Boston—Five officers of the Aroostook (Maine), Potato Shippers' Association were to-day found guilty under the Sherman Act, of conspiracy in restraint of trade. They are Carl C. King of Caribou, Me., president of the association; John M. Hovey, of Mars Hill, Me., secretary; Clarence H. Powers of Maple Grove, Me., member of a so-called listing committee; Edward H. Doyle, New York agent, and H. W. Sylester, Boston agent. Sentence was deferred.

They blacklisted dealers and boycotted persons who traded with the blacklisted ones. They claimed immunity under the Clayton amendment on the ground that theirs was an agricultural association, but Judge Morton held that the jury must decide whether the measures adopted were justified.

CURRENT NEWS OF THE WEEK

E. H. Smith, Winnipeg, has sold his grocery business to Lobins & Bromfield.

Donald M. Fraser, for the past three years representative of The Western Canada Flour Mills out of Saskatoon, has been moved to the Winnipeg office to look after the sales department. He is succeeded by John H. Long, well known by retailers in the Saskatoon territory.

The Winnipeg City Council has accepted the recommendation of the Board of Control that the tender of the P. and B. Cash Stores for the six months' supply of groceries, amounting to $12,533.80 be accepted. It is $2,057.29 higher than the last tender. Ald. Simpson pointed out to the council that it bore the earmarks of the increasing cost of the necessities of life. He admitted, however, that the city was up against a stone wall as regards its grocery supply and could do little else but accept the tender. Controller Wallace told the council that it was the only tender received. The board would advertise again if the council so desired, but he believed a new tender would be still higher.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 8.—Several price changes have again taken place. Flour is quoted at $9.80 per barrel for first patents. Sugar, granulated is quoted at $9.05. Lard has advanced to $11.70 per case for 3's, compound is quoted at $9.60 for 3's. Storage eggs are now quoted at $10 case. Ontario apples, gals. have advanced to $1.85 case. Peaches are quoted at $4.10 case. Salmon sockeye is quoted at $10.50 and pink talls at $5. The salmon catch has been small and canners are only delivering a small portion of orders. Purity oats, twenty-five pound tubs are quoted at $4.10, an advance of 10c. Lye has advanced 15c a case to $4.50. Crisco has advanced 50c case and is quoted at $10.35. Lemon peel is now quoted at $2.10; oranges, $2.25; citron, $2.70; assorted, $2.55.

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	....	9 80
Molasses, extra fancy, gal.	....	0 76
Rolled oats, 80s, basis	....	3 35
Rice, Siam, lb.	....	0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	....	9 05
Cheese, No. 1, Ontario, large	....	0 25
Butter, creamery, lb.	....	0 35
Lard, pure, 3s, per case	....	10 50
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26½
Eggs, No. 1	....	0 37
Eggs, storage, case	....	10 00
Tomatoes, 3s, standard case	....	5 50
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 90
Apples, gals., Ontario, case	....	1 85
Strawberries, 2s, Ontario, case	....	5 50
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 10
Salmon, finest sockeye, tall, case	....	10 50
Salmon, pink, talls, case	....	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 8.—Further advances on flour are expected here and it is even rumored in some quarters that flour prices will reach $11 or $12 per barrel. The advances during the week, included packet raisins, also dried green and split peas. Corn flakes have advanced 20c case. All nuts are firm. An advance on pea-nut butter is expected. Domestic herrings and sardines are slightly higher. Lard has again advanced and threes are quoted at $12. Back bacon has advanced 2c lb. Creamery butter has advanced 4c lb. Storage eggs are quoted at $11.50 to $12 case, new laids are scarce at any price.. Pot barley has advanced to $5.75. Tomatoes 2½'s are quoted at $4.50 to $4.75 case.

CALGARY:		
Beans, small white Japan, lb.	....	0 08¼
Flour, No. 1 patents, 98s	....	5 65
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 35
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 95
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	12 60
Bacon, smoked backs, lb.	....	0 24
Bacon, smoked sides, lb.	....	0 24½
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	....	3 00
Peas, 2s, standard case	....	3 00
Apples, gals., Ontario, case	....	2 25
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a,cse	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 8.—The past week has been an exception in that few changes of any kind are reported in local commodities. Those that have occurred have all been on the up grade. Threshing throughout the province continued uninterrupted till Monday when snow at many points hampered operations. Storms were of a local nature. Business is reported good and Christmas business is beginning to loom up. All lines of biscuits have advanced about one cent a pound in anticipation of the Christmas demands. Maple syrup has advanced slightly. Soap is on the up grade and will go from 25 to 50 cents a case higher. Brooms have advanced sixty cents dozen and are now quoted from $4 to $6.50 per dozen. Shelled walnuts advanced two cents and are now 45c per pound. Poultry prices all No. 1 are as follows:—chicken 27, fowl 22 ducks 25, and turkeys 30c lb.

Beans, small white Japan, bush.	....	4 55
Flour, No. 1 patents, 98s, per bbl.	....	10 20
Molasses, extra fancy, gal.	....	0 71
Rolled oats, 80s	....	3 40
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb	....	0 08
Sugar, pure cane, granulated, cwt.	....	8 84
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 37
Lard, pure, 3s, per case	....	11 80
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new laid	....	0 45
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s, standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	10 85
Salmon, pink, tall, case	....	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 8.—The market is unsettled, making purchases difficult and already New Brunswick is beginning to feel the car shortage which is delaying the arrival of orders. Prices show upward tendency with no reductions this week. California dried fruit situation is slightly better. Dealers have been advised that instead of 75 per cent. full amount of orders will be filled. Prices are high and if maintained will force present jobbing price higher. Beans are almost impossible to secure..

The canned goods situation locally is somewhat easier as packers are beginning to ship new crop and relieve shortage. American clear pork advanced sharply to $38 and $38.50, butter is still advancing and dairy is now 35c to 40c, creamery is 40c to 45c case. Eggs are up one cent and are now 37c to 40c. Lard is firmer, pure is quoted at 20½c to 21c, compound 16¾c to 17c; cheese is now 23½c to 24c lb. Ontario flour shows 20 cents advance to $10.25. In fruits Malaga grapes are quoted at $7 to $8 per keg. Apples range from $2 to $5 barrel; Messina lemons have advanced $1 to $6 and $6.50; potatoes firm at $3.50 with advances expected daily. Pork and beans advanced sharply $4.50 to $4.80. Owing to the high price of standard grades there is bigger demand for cheaper lines of salmon and chums are being introduced here at $4.50 to $4.75 while pink talls range from $5.75 to $8.75.

Flour, No. 1 patents, bbls., Manitoba	....	11 00
Ontario	....	10 25
Molasses, extra fancy, gal.	0 60	0 61
Rolled oats, bbl.	....	7 75
Beans, white, bush.	....	6 25
Beans, yellow eyed	....	6 25
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23½	0 24
Butter, creamery, lb.	0 40	0 45
Lard, pure, 3s, lb.	0 20½	0 21
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new laid	0 40	0 56
Eggs, storage	0 37	0 40
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	3 00
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring talls, case	10 00	10 50
Salmon, pink talls, case	5 75	8 75

FLOUR AND CEREALS

Markets Look For Higher Priced Flour

Recent Slight Falling Off in Wheat Prices Not Regarded as Likely to Recur

Montreal—

FLOUR AND FEEDS.—By all the anciently established laws of the wheat market, wheat is now at a "dangerously" high price, and the speculative game is likely to become a finger-burning business for the inexperienced. But minds in touch with conditions affecting wheat to-day are full of the idea that

A wire received from Montreal Wednesday afternoon announced an advance of 20c bbl. in flour, and an advance of $2 per ton on feeds.

the ancient laws do not apply as they did in previous years. Wheat is high enough to be subject to the risk of a sudden drop which would bring down flour prices. Wheat has never been so high before without dropping suddenly sooner or later. Yet to-day conditions are so different from conditions of previous years of high priced wheat that even the keenest market critics are wondering whether, after all, there may not be still higher prices ahead for the market. Several factors contribute to the idea of higher wheat and flour prices ahead. There is the war-caused demand. There is the Argentine crop shortage. There is the shortage of the Northwestern crop. There is the shortage of Ontario winter wheat, and there is the fact that the wheat harvested goes only about 45 lbs. to the bushel instead of 60 lbs. or so. There is the coming close of lake transportation, and the transition to rail transportation which will tend to firm things up further. All these factors operating in one and the same season constitute an unprecedented state of affairs in wheat market experience, and lead to the general opinion that twelve dollar flour is coming. The slight slackening off in wheat prices which took place in the week previous to November 4, was not reflected in the flour market, and prices at the beginning of the present week were quoted as previously.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 30	....
Second patents	9 80	....
Strong bakers	9 60	....
Winter Wheat Flour—		
Fancy patents	9 25	9 50
90 per cent., in wood	8 50	9 00
90 per cent., in bags	4 15	4 25
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	46 00	50 00
Feed oats, per bushel	....	0 70

MARKED FIRMNESS AS REGARDS BARLEY NOW

Montreal—

CEREALS.—Cereals remain firm at the prices quoted last week, and the firmness is extra marked as regards barley. The trade is watchfully waiting for futher increases in price in staple cereals of the bulk varieties. Packet goods are already advanced in price, and winter demand for the porridge-making preparations is on increasing scale at present. Much depends on the market for wheat now, and with opinions all towards higher priced wheat before Christmas, there is no very well-voiced idea of anything but the firming note in cereals.

Barley, pearly 98 lbs.	6 00
Barley, pot, 98 lbs.	4 75
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 20
Cornmeal, yellow, 98 lbs.	3 05
Graham flour, 98 lbs.	4 80
Hominy, granulated, 98 lbs.	5 30
Hominy, pearl, 98 lbs.	3 30
Oatmeal, standard, 98 lbs.	3 90
Oatmeal, granulated, 98 lb.	3 91
Peas, Canadian, boiling, bush.	3 75
Rolled oats, 90 lb. bags	3 75
Rolled wheat, 100 lb. bbls.	3 85
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 80
Wheatlets, 98 lbs.	5 05

Flour Held At $10 Per Barrel

Temporary Weakness Was Not Long Enough Sustained to Send Price of Flour Downward in East—Exceptionally Heavy Demand for Flour—Ontario Wheat Flour Up 30c

Toronto

FLOUR.—Although there was a temporary weakness in the flour market at the time CANADIAN GROCER went to press last week, as reported in last week's issue a revival in the strength of the wheat market took place in time to forestall a reduction in the price of flour. Some of the Winnipeg mills reduced their price, but later returned to the previous high point.

On Monday the market closed at $1.91 6-8, as compared with $1.82⅜ on the previous Wednesday. The demand for flour continues exceptionally heavy. Some of the large milling concerns report that trade as being the heaviest in their history during the past two months. The bulk of the trade is going to the grocery stores and flour and feed men which would seem to indicate that the housewife is buying more flour and baking her own bread. An advance of 30c per barrel was recorded in the price of Ontario winter wheat flour on Saturday last, making the selling price now $8.80 in car lots and $9.10 in small lots.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. of 2 bags
First patents	10 20	10 00

Since writing this article, Manitoba flour has advanced 20c per barrel, and feeds $2 per ton. These advances will have to be added to prices shown in Toronto report.

Second patents	9 70	9 50
Strong bakers	9 50	9 30
Ontario Winter Wheat Flour—		
High patents	9 30	....
Second patents	9 10	8 85

Toronto

CEREALS.—The tendency in many lines of cereals was toward still higher levels during the week. Pot barley advanced 25c per 98-lb. sack, prime beans also went up 25c, corn flour increased in price by 25c, and cornmeal from 5c to 10c per sack. Rolled wheat went up 20c and rye flour was enhanced in value by 30c per 98-lb. sack. The advances are all in sympathy with the advancing prices of wheat, coupled with a scarcity of nearly all coarse grains.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs.	4 50	4 75
Beans, prime	5 50	5 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 50
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	3 10	3 15
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 98-lb. bags	....	3 65
Rolled wheat, 100-lb. bbls.	....	4 10
Rye flour, 98 lbs.	....	3 50
Whole wheat flour, 98 lbs.	4 70	4 85
Wheatlets, 98 lbs.	5 00	5 15

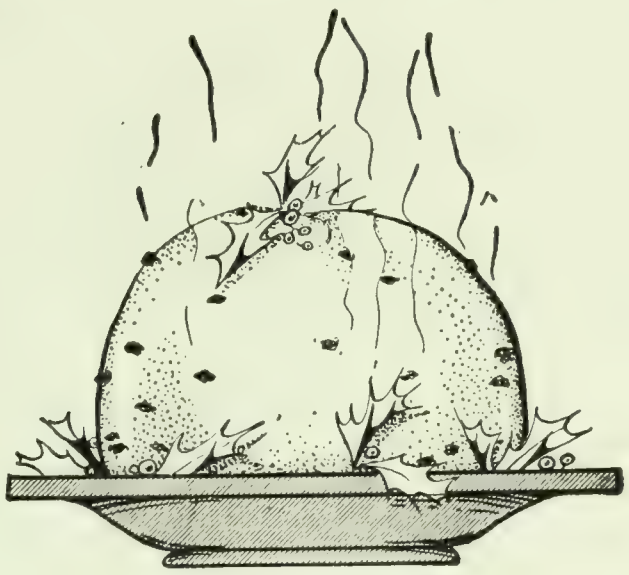
MILL FEED PRICES CONTINUE TO HOLD

Toronto

FEEDS.—There was a firmness in mill feeds during the week, although no advances were recorded. The demand continues exceptionally heavy. The feeding session is now on in full swing and the consumption is large. There has not been as heavy a demand for

(Continued on page 44.)

THAT CHRISTMAS CAKE AND PUDDING



Christmas baking reaches the high water mark of delicious wholesomeness when

Gold Seal Flour

is used.

Our comprehensive publicity campaign has produced a big, ever-growing demand for this high-grade pastry flour.

Gold Seal always gives the results that pull the repeat orders. Its quality is always uniform—the quality that has made our products the big sellers they are.

Gold Seal is entirely a Canadian Product—Canadian Capital, Canadian Wheat and Canadian Labor. Gold Seal popularity is recognized by all.

Canadian Cereal & Flour Mills Co., Ltd., Toronto

The Mark of Quality

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BRITAIN'S TRADE

England's exports went upward in value during August, reaching 223 million dollars, a figure at which they have not stood since January, 1914, and double the value in the month when the European war began. At the same time England has been able to reduce her imports somewhat.

Into the values expressed by British statistics current prices enter, just how much, however, cannot very well be estimated. To make the French statistics of its foreign trade for August comparable with the figures of two years ago it is said in France that there must be a correction of ninety-one per cent. on imports and fifty per cent. on exports.---The Nation's Business.

TROUBLE OVER HOLIDAY.

Judge of Supreme Court Quashes Half-Holiday By-Law—Matter Must be Voted on in January.

The by-law establishing a half-holiday in the South Vancouver district, recently passed by the municipal council, was last week quashed by Mr. Justice Clement, following an application made in supreme court by C. M. Woodworth on behalf of a number of the merchants of the municipality. The position taken by counsel for the applicants was that the section of the Shops Regulations Act under which the by-law was passed had been impliedly made inoperative by the Weekly Half-Holiday Act passed by the last session of the legislature, and that the half holiday provided for in the by-law could only be established in the manner set out in that act; in other words, that it could not be definitely arranged until a vote was taken in January, and in the meantime the merchants were at liberty to select, any day they desired for their half holiday.

Majority Must Rule.

In his argument on behalf of the municipality, Mr. Donaghy pointed out that the council had acted under a clause in the Shops Regulations Act, which made it compulsory to close stores at a certain hour if the requisite majority of the tradesmen petitioned for it. The Shops Regulations Act referred to one or more half-holidays in one week and he submitted that it was not inconceivable that a municipality might want to have more than one half holiday a week, and that where there was no definite prohibition of that in the Weekly Half-Holiday Act, it should not be implied.

Mr. Justice Clement would not give costs against the municipality, as it had acted under a clause which was believed to be compulsory.

OUR FALL NUMBER

November 1st, 1916.

Canadian Grocer,
Toronto, Ont.

Dear Sirs:

The Fall Number of CANADIAN GROCER to hand.

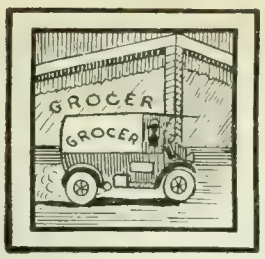
It certainly is a credit to your office; the classified arrangement of the different lines is quite a good feature. Retail merchants are so often at a loss to know just where to purchase many articles that your list should be quite a help to them.

As editor, you are to be congratulated on your success in this special number.

Yours truly,
GEORGE O. WERRETT.

R. W. Thompson has resigned his position as manager of the Fernie Mountain Supply Co., at Fernie, B.C. and has moved to Lethbridge, where he will carry on business as manufacturers' agent.

G. A. Brown, chief of the live stock dept., Ottawa, addressed the produce section of the Winnipeg Board of Trade last week, when he spoke of Canada's opportunity in the exportation of eggs, and suggested to produce merchants that they get down to a loss-off basis as soon as possible.



THE CLERKS' PAGE

If I Were a Grocer

The clerks of to-day are the grocers of tomorrow. They have their dreams, their plans and their aims. Already they are grocers, with their own store, a vague outline only, but real enough to them. The following statement from "System" will be interesting.

"I would make a specialty of selling some particular commodity, and would build up a reputation for selling a finer quality and larger quantity of it than any of my competitors.

For example, I might make potatoes the favored product. I would purchase potatoes in large quantities from prize winning potato crops only. No matter where I had to go to get them, or what freight charges I had to pay, I would secure the best and charge the difference to advertising.

In all my publicity I would feature my fine potatoes. This would bring new customers to my store just to purchase potatoes. But the big factor would be the fact that those who came to buy potatoes would stay to buy the rest of their groceries."

A Talk on Ginger

Ginger has been a familiar and popular spice and medicine for many centuries. The Greeks and Romans seem to have procured it from the East through the Arabian traders, and as early as the eleventh century it was mentioned in the English leech-books. In the thirteenth and fourteenth centuries in ranked next to pepper, then the commonest of all spices. It was first introduced into America in New Spain (Mexico). The record of exportation from the West Indies goes back to 1547, when large quantities were sent to Spain.

The Ginger of Commerce

The ginger of commerce consists of the underground stem or rhizome of a plan known as Zingiber Officinale, order Scitamineae. The rhizomes produce slender, reed-like shoots, at intervals, about three feet tall. The fruits are seldom produced, as the plants are grown from cuttings from the rhizome. The plant, therefore, is unknown in the wild state and there are few varieties. A large part of the crop is grown in private gardens along with other native plants and, indeed, it seems to be most successful this way, as the crop is a very exhausting one for the soil, rendering it valueless for ginger planting after a few years unless extensively worked with fertilizers.

The planting season is during March and April, sometimes later, depending upon the wet season. The plants usually appear above ground in about fifteen days, and the rhizomes are dug during December to January and often on until March. The digging takes place when the stems turn from green to yellow and wither. The rhizomes are collected, the roots and stems broken off, and all earthy matter clinging to them removed. The ginger is then prepared for market either as cured or dried ginger, or as green ginger. The latter form is prepared in the Canton section of China. The green rhizomes are cleaned and boiled in water, then boiled in a syrup of water and sugar until the ginger has become thoroughly saturated. It is preserved in cans or jars for shipment. This preserved ginger is also dried and used as candied ginger.

How Dried Ginger Is Prepared

Dried ginger is prepared for commerce in either the rough or coated form, or in the smooth or peeled form. The rough-dried ginger is merely scalded in hot water and then spread out in the sun for several days to dry. The peeled ginger is made by peeling off the outer covering of the rhizome. This requires some skill, especially when peeling between the toes of the rhizomes or hands. After peeling, the ginger is washed in water and then dried. The ginger loses about 70 per cent of its weight in the process.

Ginger comes to this market in the dried form from Jamaica, West Indies; Sierra Leone and Liberia, Africa; India, and Japan. The preserved ginger comes from China, where owing to the dampness and the greater amount of moisture in the rhizomes it is not successfully dried for commerce.

Jamaica Ginger By Far the Best

The Jamaica ginger is by far the best. Its better grades are always peeled and are light in color, large resinous and brittle. It is packed for market according to size and color, the large bright fingers bringing the highest price; the smaller, but smooth and bright, pieces making second choice, and the dark and rough pieces forming the grinding grade.

Ratoon root is also received. This is small, shriveled, soft, and undesirable, and consists of the rhizomes which are not dug up fresh, but which are left in the ground for further sprouting.

—Spice Mill.

STRAIGHT TALK TO CLERKS

When you go into a store and a salesperson asks, "Do you wish anything?" doesn't it at once strike you that it comes very close to being a "foolish question?"

Why should you be in that store if not to buy something?

True, people go into stores with the full intention of "just looking"—and they are to be made welcome and assisted in every unobtrusive way, and not made to feel that they are a trouble.

But the mere fact that they are in the store shows that they are after something; so, let your greeting assume that they want to get it now by saying, "What can I show you?" or something similar in form; and, if possible, change a "looker" into a customer—because we may have exactly what she has in mind.

Do it tactfully—oh, that word tact could be a text for a volume! But the best "boiling down" of the volume is defining tact as doing to others as you would be done by—treating a customer as you would like to be treated in courtesy, consideration, attention, and in intelligent and helpful service. You owe it to her, to the store, and to yourself.

Did it ever occur to you that you are defrauding yourself when you lose a customer—or don't sell all you might have—because of lax attention and inferior service? This affects your sales record and your sales record is the gauge of your efficiency, and inefficiency spells loss of a job. Think it over.

The advance on fish rates from $2.50 to $4 per 100 lbs., for transportation from Winnipeg to Eastern cities, which was made during the summer by the Dominion Express and the Canadian Northern Express Companies, has been brought down to the former figure again through the efforts of the Canadian Manufacturers' Association.

System of Separate Departments

How Grocer Speeds up Sales by Dividing Store Into Units—Easy to Detect Losses — How it Tends to a Better Grasp of Business — Separating the Provision Department.

THE Peebles and Hobson Company of King Street East, Hamilton, is one of the prominent stores featuring a special provision department.

"I suppose there are selling advantages to goods handled this way," admitted Mr. Hobson, "but these were not the consideration that led us to separate our departments. We have separate departments for meat, fish, provisions, groceries, and had for liquors until the Ontario Government saw fit to remove it. The reasons that led us to separate our departments were administrative reasons, rather than reasons of merchandizing. We find such a separation a great advantage in keeping an intelligent oversight of the whole business. If everything is handled together and some leak appears, it may be very difficult to locate among the whole mass of sales, but when you have narrowed it down to the department, you have gone a long way towards discovering where the trouble lies.

"We charge each department the cost of the goods delivered to it, along with a fair percentage of the overhead charges. A moment's time is sufficient to find the cost of the goods delivered to one department, their gross sales, and their fair share of the current expenses. If sales fall, with this system a rough check over of the stock will give an idea of the net profit of the department—it may not be an accurate check, but it's close enough to show whether the department is making or losing money, or if it is making as much as we think it should. In this way you can keep a fairly accurate check on all lines, see about strengthening the weak ones and reviving the dead ones.

"There would be certain advantages to be gained from dividing the grocery end of the business into small lines, as canned goods, dried fruits, etc., but to take such action would mean so much overlapping that it might cause confusion and be more harmful to the store in the end than the advantage to be gained by the system would justify."

What Readers Thought of Fall Number

THE following letters are selected from the correspondence that has been received with reference to the Fall Number of CANADIAN GROCER:

November 1st, 1916.

Messrs. Canadian Grocer,
Toronto.

Gentlemen:

We have looked over the Fall Number of CANADIAN GROCER, and would like to say we feel a compliment is due to you for this very attractive issue, the best we have ever seen in its line.

Yours very truly,
IMPERIAL EXTRACT COMPANY,
F. W. Shirriff, Toronto.

* * *

November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We had intended writing you a congratulatory note on the appearance of the Fall Number of the CANADIAN GROCER, but pressure of business intervened.

It is by far the best issue we have seen of this or any other trade paper.

The cover, if you will pardon observation, is far more distinctive and dignified than the two previous ones. It has class, and will, we imagine, bring you fresh subscribers if properly boosted.

The Eddy advertisement, we are pleased to say, has been very much admired here in the office.

Yours truly,
E. B. EDDY CO.
Hull, Canada. (Per F. W.)

* * *

November 3rd, 1916.

Messrs. Canadian Grocer,
Toronto, Ont.

Gentlemen:

We have examined a copy of your Fall and Winter Number, and now wish to compliment you for both the attractiveness and value of this issue, also on your success in getting the entire issue away on time.

Yours very truly,
BORDEN MILK CO., LIMITED,
Montreal.
W. H. Dunn, Mgr. of Sales Dept.

November 3rd, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We are very much pleased with the Fall Number indeed, and have no word of criticism to offer. We cannot think of any way by which you could improve your number. Yours truly,
JAMES WILSON & SONS.
Fergus, Ont.

* * *

Hamilton, Ont., Nov. 2, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Gentlemen:

We received your Fall and Winter Number of the CANADIAN GROCER. This book is got up in an elegant style and a great credit to any publisher in Canada. Yours very truly,
THE W. A. FREEMAN CO., LTD.
Hamilton.

* * *

November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We have gone through the Fall Number not minutely, but generally, and consider that you have succeeded in placing before the different dealers a magazine that is up to the standards of former years in every respect, if not an improvement on former issues.

Yours very sincerely,
CHANNELL CHEMICAL CO., LTD.
(A. T. Channell, president).
Toronto.

* * *

November 2nd, 1916.

Messrs. The Canadian Grocer,
Toronto, Ont.

Dear Sirs:

We think that you are to be congratulated on turning out so handsome and comprehensive an issue. We are very much pleased with the set up given our own advertisement.

Yours truly,
VALLENS & CO., LIMITED.
London, Ont.

* * *

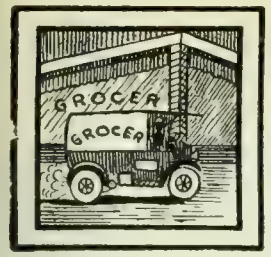
November 2nd, 1916.

The Canadian Grocer,
Toronto, Ont.

Gentlemen:

We consider the Fall Number of CANADIAN GROCER to be the best yet, and a credit to all concerned.

Yours respectfully,
J. H. WETHEY, LIMITED.
St. Catharines, Ont.



PRODUCE AND PROVISIONS

Deliveries of Live Hogs Increasing

Montreal—

PROVISIONS.—Packers report that deliveries of live hogs are increasing, but state that quite a large proportion of the deliveries consists of hogs which do not turn out satisfactorily dressed. The farmers are apparently rushing their hogs to market before they are properly fattened. Even with the heavier deliveries of hogs, the market, locally, remains firm, 12 cents being quoted for live hogs, and 16½ to 16¾ for dressed. (Dressed show a shade downwards since last week, but with demand as it is this is said to be merely passing). Export demand is heavy. Lard is particularly scarce and remains high in price. Shortening is also higher due to advance in cotton seed oil. The public demand for provisions at retail is reported still as strong as ever.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19¼	0 19½
Tubs, 60 lbs.	0 19¾	0 20
Pails	0 20	0 20¼
Bricks, 1 lb., per lb.	0 21	0 21¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15¾	0 16
Tubs, 50 lbs.	0 17	0 17¼
Pails, 20 lbs., per lb.	0 16¼	0 16½
Bricks, 1 lb., per lb.	0 17¼	0 17½

EGGS UP IN PRICE; NEW LAIDS SCARCE

Montreal—

EGGS.—Marked advances in price will be noticed in eggs this week. New laids in cartons are 3 cents higher, and very scarce. The egg market continues firm with good local and export demand. Exporters are claiming that they can get from one to two cents per dozen more for eggs for export than for the same goods for home consumption. The market in the United States is higher and is likely to go higher, as there is a shortage of 881,000 cases for October 31, as compared with the egg figures for last year. This is a very bullish report. In this connection egg stocks in Montreal at October 31, as compared with last year's, are interesting. The figures are, fresh (in cases of 30 doz.), 1,278 cases. Last year there were 220 cases, and on Sept. 30, 1916, there were 7,525 cases, showing a considerable consumption. Of cold storage eggs there were in stock in Montreal at Oct. 31, 97,049 cases, as compared with 90,192 cases in 1915, and 118,144 cases on Sept. 30. Receipts of eggs in Montreal for the week ending Nov. 4, were 27,505 cases, as compared with 20,425 of the corresponding week in 1915. Receipts of eggs in Montreal for the period, May 1 to November 4, are 496,600 cases. Last year receipts were 444,745 cases. Dealers are now selling practically all cold storage eggs. Very few new laids are to be had, and most dealers are paying to the producer 45 cents for new laid eggs, and in some cases higher.

Eggs—	
New laid, cartons	0 48
New laid, ex cartons	0 49
Selects	0 39
No. 1	0 35

POULTRY DELIVERIES ARE PLENTIFUL

Montreal—

POULTRY.—Deliveries of poultry continue large. The weather is now cold enough to ship dresed pultry. The market remains steady, and there is nothing special to report regarding either supply or demand at present.

Fowl		
Chickens, milk fed, crate, fattened, lb.	....	0 20
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 20
Young ducks	....	0 13
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 23

BUTTER VERY FIRM; LOCAL PRICE IS UP

Montreal

BUTTER.—Receipts of butter in Montreal for the week ending Nov. 4, were 9,858 packages as compared with 7,751 packages for the corresponding week last year. Stocks of butter in Montreal, October 31, were as follows: Creamery, 100,276 pkgs, and dairy, 2,103 pkgs. For the same date last year the stocks were: Creamery, 93,402 pkgs., and dairy, 6,173 pkgs. On September 30 the stock of creamery butter in Montreal was 96,859 pkgs., so that an increase of stock in the city is noticeable for October. The market for butter continues to advance. 41⅞ having been paid on Saturday, Nov. 4, at Cowansville.. The local market is higher.

Butter—		
Creamery, prints		0 43½
Creamery, solids		0 43
Dairy prints, choice, lb.	0 37	0 40
Dairy prints, lbs., in tubs	0 36	0 38

ADVANCE IN CHEESE DUE TO BIG DEMAND

Montreal

CHEESE. Cheese prices show the general firming tendency, and are, as a matter of fact, now 6 cents a lb., on an average, higher than they were at this time last year. This is held to be due entirely to the vastly increased export demand, and purchases of cheese made in the country at present are said to be all for storage against further export demand. Receipts of cheese in Montreal for the week ending Nov. 4, were 64,052 boxes, as compared with 49,200 boxes for the corresponding week last year. Stocks held in Montreal at Oct. 31 were 169,132 boxes, as compared with 189,057 boxes for the same date last year, and 190,961 boxes on September 30, 1916. Farmers are doing their utmost to maintain production to the last minute owing to the steady demand for cheese.

Cheese—		
Large, per lb.	0 22½	0 23
New, twins, per lb.	0 23	0 23½
Triplets, per lb		0 23½
Stilton, per lb.		0 25½
Fancy old cheese, per lb.		0 25½

HONEY PRICES HAVE NOT BEEN CHANGED

Montreal

HONEY.—The market as regards honey is much as last week. Prices are unchanged, and supplies come in satisfactorily from good stocks held in the country. There is no hint of shortage as regards honey. Some Ontario honey is reported amongst the transactions of the market for this product lately in Montreal.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60-lb tins	0 10½	0 11
Comb, per section	0 14	0 15

Hogs Down 45c.; Lard Firm at 19 1-2c

Heavier Deliveries Sending Prices to Easier Levels—Dressed Hogs Also Down 50c per 100—Lard and Compound Very Firm

Toronto—

PROVISIONS. Dressed hogs declined 50c per hundred during the week and live hogs registered a downward tendency to the extent of 45c. There have been good deliveries coming to the market of the live product during the week, it is stated, because farmers do not care to feed at the present cost of

shorts and middlings. Lard and compound has firmed to the extent of ¼c per pound during the week. The higher prices prevailing for these commodities have not curtailed consumption. Even higher prices are looked for in the near future in both these commodities. Cooked meats of all kinds have held steady in price during the week.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.		0 10½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Lard, Compound—		
Tierces, 400 lbs., per lb.		0 16¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed		17 00
Live, off cars		10 90
Live, fed and watered		10 65
Live, f.o.b.		10 15

BUTTER ADVANCES ANOTHER CENT PER POUND

Toronto

BUTTER.—Another advance of 1c per pound was recorded in all grades of butter during the week. Creamery prints, fresh made, are now quoted at 44c to 45c per pound. There has been a big demand for butter. People are evidently stocking up in anticipation of still higher prices. Export demand for butter still continues heavy. Arrivals of the best grades of butter have been somewhat slow.

Creamery, prints, fresh made	0 44	0 45
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 38	0 39
Bakers	0 35	0 36

BEST NEW LAIDS ARE QUOTED UP 3c DOZEN

Toronto

EGGS.—Reports from the United States assert that the supplies of eggs in that country are much below those of last year at this time. This will help put a firming tendency into the Canadian market. There are very few first-class eggs reaching the local commission merchant. In consequence storage eggs are in big demand. There has been a firmness in new laids of 3c per dozen during the week, quotations now being 48c to 50c.

Eggs—		
New laids, cartons	0 48	0 50
No. 1 storage, ex cartons	0 37	0 38
Selects, extras	0 39	0 40

CHICKENS AND HENS ARE GLUT IN MARKET

Toronto

POULTRY.—Chickens and hens of all kinds have been coming to the market in such quantities that local commission men have been unable adequately to take care of the supplies. They are coming too fast to be absorbed by the trade. In consequence prices are down 1c on the prices being paid by local commission men for spring chickens and old roosters. Turkeys are not coming in as large numbers as the local wholesalers would like to see, in consequence prices on these have advanced 1c per pound on both live and dressed.

	Live	Dressed
Spring chickens	0 13	0 16
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old roosters	0 09	0 11
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young turkeys (8 and 9 lbs. each)	0 21	0 25
Young turkeys (over 9 lbs. each....)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

SHIPMENTS OF HONEY HELD UP BY EMBARGO

Toronto

HONEY.—There is a firmness in the honey market due to the fact that shipments from certain points have been held up by reason of the embargo placed on shipping by railroads from some of the country districts. This embargo has been occasioned through shortage of help on the part of the railway companies. On the other hand some of the producers are still holding. Prices have held steady during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 12¾	0 13
60-lb. tins	0 11½	0 12
Comb, No. 1, doz.	2 40	2 75

Export Demand Holds Up Prices

Hog Market Continues Firm, With Moderate Receipts—Egg Prices Advancing—Cheese Prices Up

Winnipeg

PRODUCE AND PROVISIONS.—Receipts of live hogs continue moderate with prices steady and a good demand with both local and Eastern buyers on the market. 10c to 10¼c are the prices being paid for the best. Mild weather has turned farmers' attention to farm work, which is much behind, and no very heavy run of hogs need be expected until the freeze up. The market for cured meats and lards is stationary. Butter is firm with an excellent demand, especially from outside markets, heavy shipments east being recorded. Dairy butter is a little easier, while eggs are firm, and guaranteed new laid eggs bring fancy prices. Generally the provision market is being held up by the export demand for all lines of produce and price changes are not likely to be downward.

Hams—		
Light, lb.	0 23	0 24
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.		0 27¼
Backs, select, per lb	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure—		
Tierces		0 18½
20s		3 80
Cases, 10s		10 98
Cases, 5s		11 10
Cases, 3s		11 10
1s		0 20
Lard, Compound—		
Tierces		0 14
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery, No. 1 cartons	0 37	0 38
Creamery, No. 2		0 37
Best dairy	0 28	0 30
Regular dairy, in tubs		0 28
Cooking		0 25
Fresh Eggs—		
Extras, in cartons		0 36
No. 1's, cases	0 30	0 32
Cheese—		
Ontario, large		0 24½
Ontario, twins		0 25⅝

Winnipeg

POULTRY.—There is a very fair supply of Manitoba grown poultry on the market now with the exception of turkeys, receipts of which are very light and the number of birds likely to be available for market very small. There are more liberal supplies of ducks and ducklings and geese than usual. Wild ducks are, however, scarce. Prices for live fowl are:—

Good fat chickens		0 17
Good fat hens		0 14
Good fat roosters		0 12
Turkeys		0 15
Ducks	0 13	0 15
Geese		0 13

FLOUR AND CEREAL MARKETS

(Continued from page 38.)

bran as for shorts and middlings, but this demand is expected to develop in proportion as the winter progresses.

Toronto

Mill Feeds—	Per ton	
Bran	28 00	30 00
Shorts	31 00	33 00
Special middlings	34 00	36 00
Feed flour, perton	44 00	49 00
Ontario oats, outside points	0 62	0 64

Flour Reduction Was Short Lived

Erratic Changes in Wheat Prices Feature of Week—States Purchasing Canadian Wheat

Winnipeg

FLOUR AND CEREALS.—Sudden changes in the wheat market, a sharp decline followed by a reaction last week, have kept flour prices unsettled and a reduction made on Wednesday of last week did not remain in force for 24 hours. Flour, at the time of writing, is on the basis of $9.80 per barrel for best patents. Minneapolis millers have recently been heavy buyers of Western Canadian wheat in Winnipeg. Over 1,000,000 bushels of cash wheat purchased here is now on the road to Minneapolis. In other lines, rolled oats are quoted at $3 per 80-lb. sack. There is heavy export enquiry for oats and both flour and oatmeal prices are expected to go higher. Bread prices remain at 7 cents retail. Further advances in flour will, of course, bring in 8-cent bread and advances in the different lines of pastry handled by grocers here. Millers report a greatly improved business in export flour.

Flour—		
First patents, 98-lb. sacks		4 00
Second patents, 98-lb. sacks	4 77½	4 80
Strong bakers		4 65
XXXX		3 10
Rolled oats, 80 lbs.		3 00
Bran, per ton		24 00
Shorts		26 00

Armour's QUALITY PRODUCTS

Armour's Oval Label— A Mark of Quality and Service

Trade-Makers and Profit-Producers

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada

They're good —that's why

It is daily becoming more evident that the best sea food of them all—

BRUNSWICK BRAND

is meeting the requirements of lovers of quality sea foods in every community.

To dealers stocking them (and they are legion), we need not emphasize **BRUNSWICK BRAND** popularity. They know from experience that **BRUNSWICK BRAND** customers are satisfied customers, the "come back" kind that builds better business for the dealer. They know, too, that the **BRUNSWICK BRAND** lines are always uniformly good, there is never anything but the best quality to be found in these high-grade sea foods.

If you have yet to learn of their unusual selling qualities, don't delay that trial order any further. Look over the following list and check off your requirements.

¼ Oil Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams

Connors Brothers
Limited

Black's Harbor, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S *for* NOVEMBER

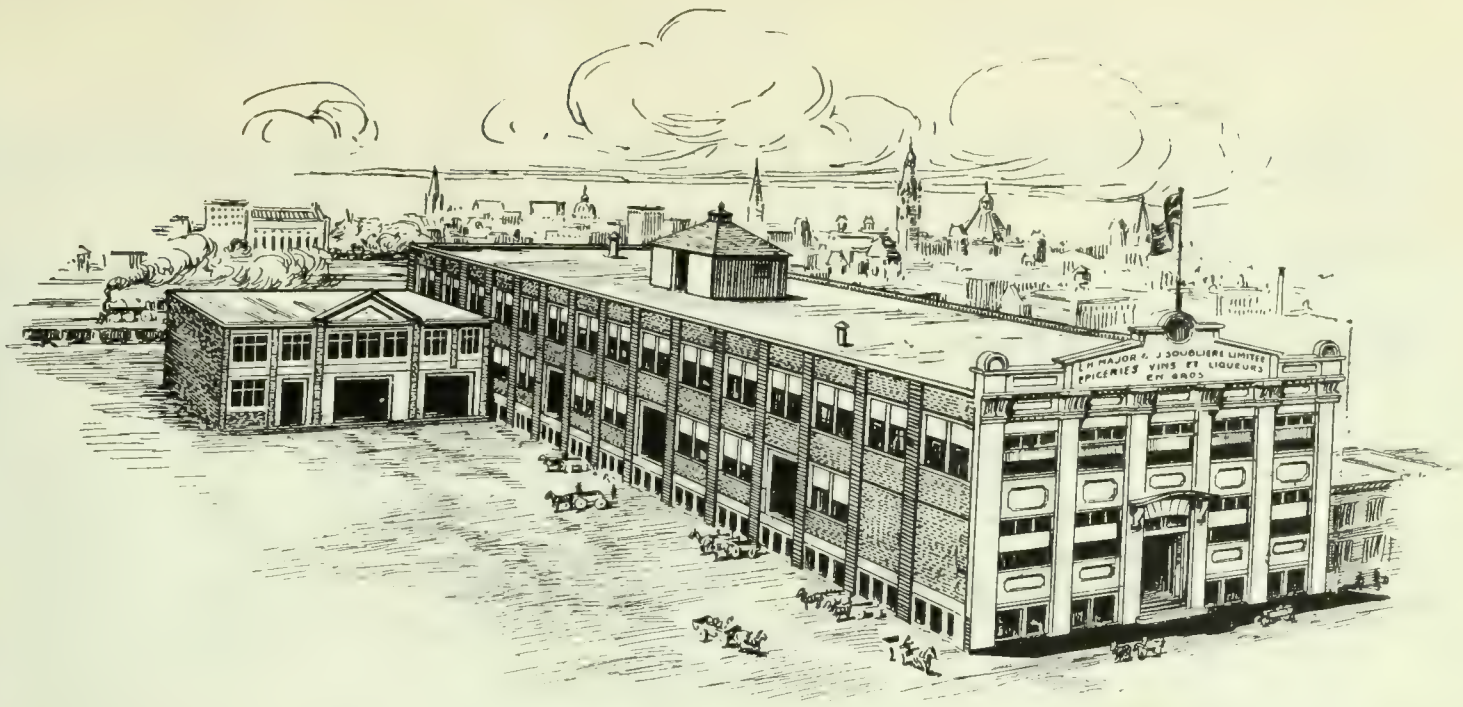
WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
Arthur E. McFarlane
Robert W. Service
Peter McArthur
Betty Thornley
H. F. Gadsby
Hopkins Moorhouse
H. M. Tandy
Hugh S. Eayrs
C. W. Jefferys
J. W. Beatty
Harry C. Edwards
E. J. Dinsmore
Lou Skuce
Henry Raleigh

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

At all News-Agents Fifteen Cents



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street - - Ottawa, Ontario

Domestic and Foreign Agencies Solicited

If any advertisement interests you, tear it out now and place with letters to be answered.

No Man Knows Everything
but any man can find out anything about the Grocery Business in

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

THE GREATEST BOOK IN THE LITERATURE OF FOOD. Read and endorsed by Government and Health Officers, Food Specialists, Chemists, Schools, Colleges, Institutions, Jobbers and Manufacturers — and successful wholesale and retail grocers in all parts of the U.S. and Canada.

Don't *guess* about the goods you carry in stock. Guessing means mistakes—and mistakes mean money lost—and often make you look foolish in the eyes of your customers.

Instead, whenever in doubt, get the habit of "*looking it up in the Encyclopedia.*" You will find in its pages complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods, An encyclopedia of all foods that you have never seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

So high is its practical value that several large houses have purchased from six to fifty copies for distribution to branch managers and salesmen.

Large Quarto, 1,200 subjects. 748 pages. 500 illustrations. 80 full-page color-plates Heavy calendered paper. Strong gilt-lettered buckram covers.

ONLY $10.50; DELIVERY PREPAID. Send your Order to

Book Dept.

MACLEAN PUBLISHING COMPANY

TORONTO, CANADA

The C. H. Catelli Co.
LIMITED

OFFICE OF THE PRESIDENT

Montreal, Oct. 10th, 1916.

TO OUR GOOD FRIENDS IN THE TRADE—

Thank you, gentlemen all, for your cordial reception of Catelli's **Milk** Macaroni—and for your hearty co-operation in making the introductory campaign such a huge success.

Our success is yours—and your success is ours. That you all—wholesalers and retailers alike—are now reaping the benefits of our national advertising, is proven by the repeat orders which we are receiving.

We are glad to find you so generous with your support—so helpful with your suggestions—so loyal to a house which is giving you a pure food product at a price that pays you a good profit. For your assistance in our success, we beg that you will accept our hearty thanks.

Very truly yours,

Truffle Bastien

President.

"I thank you, too, Gentlemen"

If any advertisement interests you, tear it out now and place with letters to be answered.

EVERY carload of oranges shipped under the trade-mark, "Sunkist" must first pass the eight-to-one test for maturity. The enforcement of this regulation since November, 1914, when the test was first suggested by the Government, is only one of many services performed by the California Fruit Growers Exchange to protect the public, the trade, and the producer.

Repeat sales are built on satisfaction.
People are not likely to buy oranges to-morrow if they were not satisfactory to-day.
For twenty years Exchange growers have been striving to standardize packs of oranges.
Sunkist fruit has been graded, packed and shipped with the conviction that if the product could be graded to a dependable standard of eating quality people would buy more of it.
Thousands of dollars have been invested in directing public attention to Sunkist oranges—to invite criticism or approval.
Confidence in a product builds bigger business for those who sell or resell that product.
The application of the eight-to-one maturity test to Sunkist oranges is one evidence of our desire to give the market a dependable product.

A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber, or write our nearest office.

California Fruit Growers Exchange

A Non-profit, Co-operative Organization of 8,000 Growers

Main Office, Los Angeles, Calif.

Canadian Offices: Calgary, Alta., Montreal, Que., Regina, Sask., Toronto, Ont., Vancouver, B. C., Winnipeg, Man.

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.

Order from:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

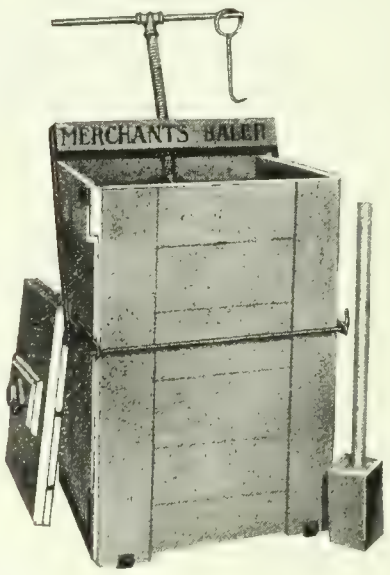
Mason & Hickey
287 Stanley Street,
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

We sell Wholesale and Retail Grocery and Hardware trade. Have five travellers. Want attractive line to push. Address Box 535, CANADIAN GROCER.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

IF CAR IS RIGHT ADVERTISING PAYS

This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

The emblem of highest quality

Keep Royal Shield between you and customer disappointment

There is no surer way to secure the unstinted confidence of your customers than to sell them **Royal Shield Products.** Quality is the goal for which we have aimed—the quality that builds up the grocer's sales by bringing him a steady run of repeat orders. That we have succeeded may be judged from the fact that more and more dealers are stocking up with Royal Shield Lines and are finding them worth while.

You, as an aggressive grocer, appreciate what quick-selling quality means to your business. A trial order of Royal Shield Products will give you this quick-selling quality, putting added snap into your daily selling.

Royal Shield Brand Tea, Coffee, Jelly Powder and Baking Powder are all leaders and dependable sellers.

All kinds of this season's pack of **Canned Fruits and Vegetables** now in stock.

Order from any of the following houses:—

Campbell, Wilson & Horne, Limited
Calgary, Lethbridge, Edmonton, Red Deer

Campbell, Wilson & Millar, Limited
Saskatoon

Campbell, Wilson & Strathdee, Limited
Regina and Swift Current

Campbell Bros. & Wilson, Limited
Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON - - CANADA

ONIONS

We have received several consignments of No. 1 Dry Canadian Onions. These are in bags of 75 pounds each. Now is a good time to buy for shipment before frost. Prices will be higher.

F. W. FEARMAN CO.

LIMITED

HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass - doz. case. Per doz.

Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant.	2 35
Raspberry and Gooseberry...	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per Doz
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

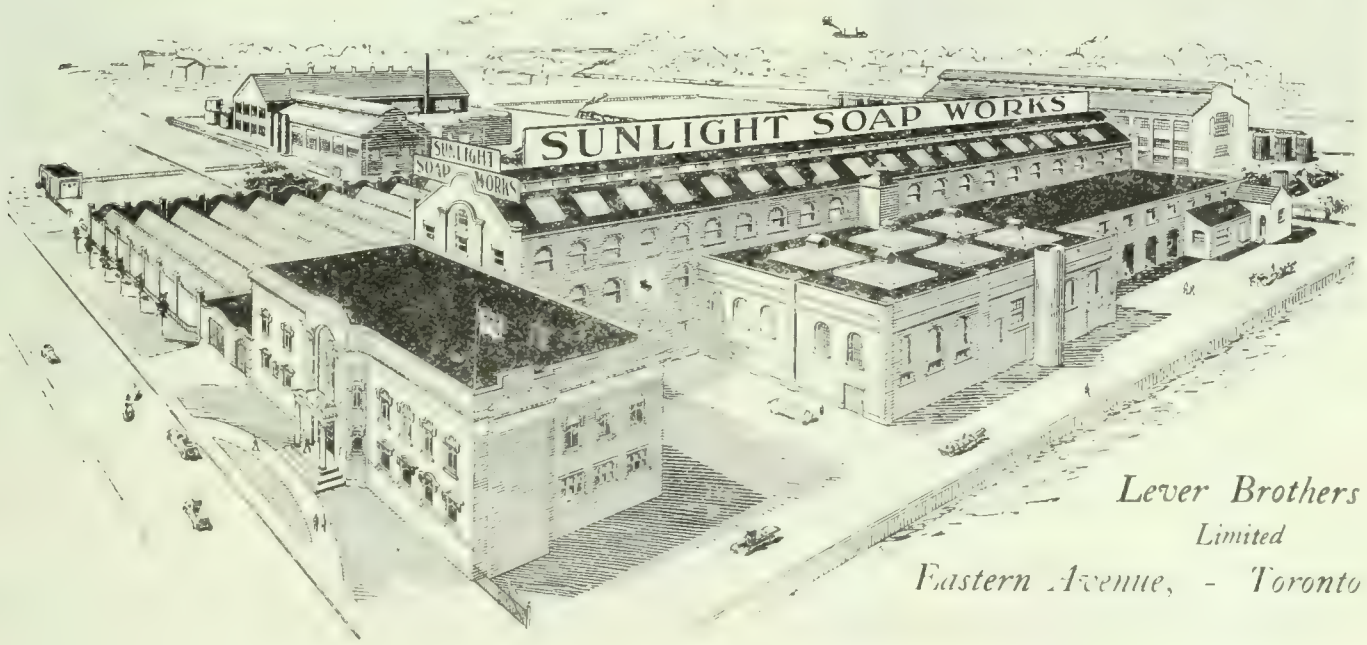
THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.

THERE'S the word that dominates your business! It dominates ours. YOU are never satisfied with your sales. Neither are WE. Always striving for bigger things. Always studying how we can improve our products—improve our advertising—improve our service to Dealer and Public.

It is this constant striving on our part that has built up the largest Soap business in Canada. Live grocers know that in handling Lever Brothers' products they are hitching up to an organization pulsing with growth, progress, ideas and ideals!



Lever Brothers
Limited
Eastern Avenue, - Toronto

THE LARGEST SOAP, ETC., WORKS IN CANADA.

This big 10 cent seller should be prominent in your displays

Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The
Canada Sauce & Vinegar Co.
519 King St. W., Toronto

A quick selling satisfaction giver

The big sales that follow a window or counter display of "LIVELY POLLY" SOAP POWDER is a pretty clear indication of the satisfactory service this all round cleaner gives to every housewife.

For washing clothes, dishes, glass, earthenware, paint, floors, etc., or for cleaning and disinfecting drains and closets "LIVELY POLLY" stands unequalled. The quick, satisfactory service it renders makes it a good repeat business getter.

"LIVELY POLLY" SOAP POWDER RETAILS AT 5c an unusual 5c value. Order a supply now.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents:
McLellan Import Co., 301 Read Bldg., Montreal

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	**Per lb.**
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	**Per doz.**
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 00
Jersey Brand, Tall, each 48 cans	5 00
Peerless Brand, Tall, each, 48 cans	5 00
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25.
Boiled Beef, 1s, 3.50; 2s, $7.50; 6s, $25.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.50.

You sell him satisfaction when you sell him an "Orlando" Invincible

A case full of these popular three-for-a-quarter cigars, well displayed, will prove conclusively the advisability of featuring tobacco lines that the public approve of.

If you are out to get your proper share of the tobacco business that was formerly done by the cafes and saloons, make the ORLANDO line your leader. Featuring it means more men customers for your store, and more money in your cash register.

Begin Now

"Gee! It's Good!"

W. R. Webster & Co., Limited, Sherbrooke, Canada

TEA

Ceylons, Indians, Japans, Chinas, Formosas

AT FIRST-HAND COST

Specially selected for the Canadian trade.
Large selection from Stock or Afloat Teas.

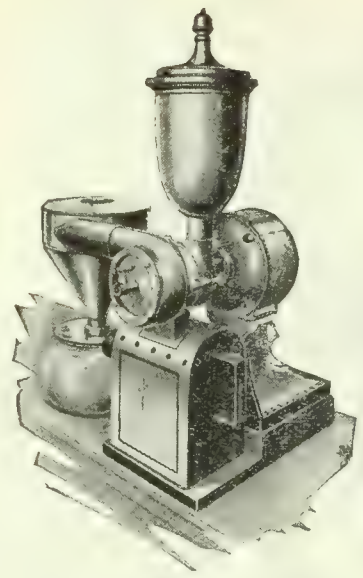
IMPORT ORDERS A SPECIALTY.

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co., Limited

Established 1866 MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Here is Hobart's latest model chaff extracting mill.

Sell coffee the Hobart way

Every day that passes without a **HOBART COFFEE MILL** in your store means that your coffee sales are not as big as they should be, and you are losing profits.

The Hobart way is the only common-sense way to sell coffee. It eliminates bother, fuss, and guarantees absolute customer satisfaction -- the kind that brings her back again.

Installing a **HOBART** is not an expense, but rather a profitable investment, an asset. You should at least investigate its merits. We'll gladly send you all particulars and prices. Write us to-day.

The Hobart Mfg. Co.

149 Church St., Toronto

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c.
In 85 lb. Tubs, 12½c.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 16 oz., $2.40.
Pork and Beans, Plain Talls, 1s, 85c; 2s, $1.40; 3s, $2; 6s, $6.75; 12s, $9.50; 2s, flat, $1.75. Individuals, 70c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, $1.50; 3s, $2.15; 6s, $7; 12s, $10; 3s, flat, $1.85; Individuals, 75c doz.
Pork and Beans, Chilli, 1s, 90c; 2s, tall, $1.50; 3s, flat, $1.85. Individuals, 75c doz.
Tomato Sauce, 1½s, $1.30; Chili Sauce, 1½s, $1.20; Plain Sauce, 1½s, $1.25.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.40.
Clark's Chateau Chicken Soup, $1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, ½s, 95c; 1s, $1.30; 3s, $2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces	0 14⅛
Pails	$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

Porto Rico
Grape Fruit

California Red Emperor Grapes
in Kegs

Almeria Grapes, Crisp, Long Keepers
in Kegs.

Cape Cod and Jersey Cranberries, Long Keepers
All of finest quality.

Also

Spanish Onions, Domestic Onions
Yellow or Red.

HUGH WALKER & SON

Established 1861 **GUELPH, ONTARIO**

Florida Oranges
and
Grape Fruit

now arriving. Quality exceedingly good. Also fresh arrivals of

Spanish Onions, Cranberries, Almeria Grapes, Etc.

FISH AND OYSTERS

We announce arrival of several cars this week. Qualla Salmon, Cohoe Salmon, Halibut, Haddies, Kippers, Bloaters, Labrador Herrings, Package Codfish.

Try our Oysters and Save Money.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Branch at Hamilton.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST. TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

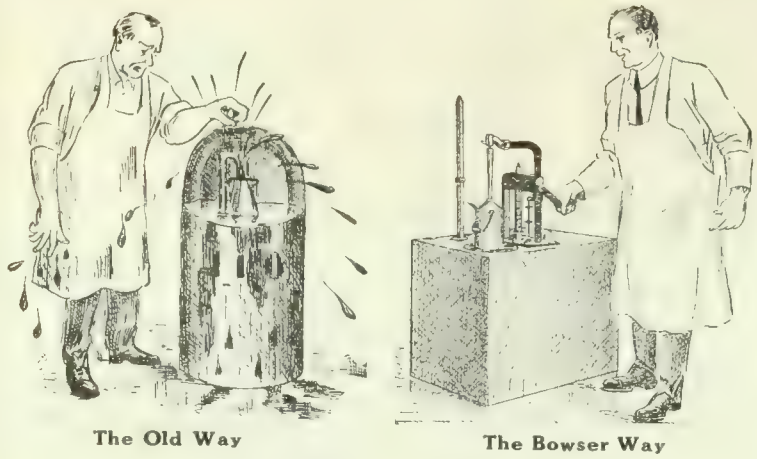
"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



The Old Way — The Bowser Way

"I didn't like it—

Neither did anybody else working in my grocery store—in fact, the handling of kerosene was just a necessary evil. You know how it was—an old-style tank reeking with oil, contaminating whatever merchandise was near it and a jigger pump that flooded the oil measures. For obvious reasons, it was necessary for me to keep the tank in the back of my store, causing me to lose a great deal of valuable time drawing oil for a customer and then washing my hands so as to avoid having my groceries taste of coal oil.

"These things, together with evaporation, certainly made a hole in my kerosene profits. But now I use a

BOWSER ESTABLISHED 1885

Self-Measuring Outfit

and the kerosene end of my business is one of the most profitable lines I carry."

The Bowser Outfit cuts off the flow of oil as soon as you stop pumping; it does not drip; it positively prevents evaporation; you save the oil and the foods; there's no oily smell; no dirty, oil-soaked floors; no odor—you get all your profit. The Bowser Outfit does away with the nasty oily measure and funnel—no necessity for washing your hands after every sale. You hang the customer's can on a clean nozzle and pump any predetermined quantity.

We make outfits for floor use or you can have the tank installed in the basement and place the pump any place you want it upstairs.

There's money in handling kerosene if you handle it right—and the right way to handle it is with a Bowser Outfit.

Remember, you can easily pay for a Bowser with what it's costing you to do without it.

S. F. BOWSER & COMPANY, Inc.
TORONTO, ONTARIO

Sales Offices in all Centres and Representatives Everywhere

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co's Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.07¾

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60, 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$3 25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs.	.04½
Half bbls., about 350 lbs...	.04¾
¼ bbls., about 175 lbs.	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs..	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	$3.75
5 lb. tins, 1 doz. in case..	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.	5 25
½ barrels, per 100 lbs.	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can.	$ 4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can	14.00	12.00	9.00

YUBA BRAND

2½ Can	$3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins. ....; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

McVitie & Price's
BISCUITS
"IMPORTED"

Fresh Supplies for Xmas Trade have arrived at the following points:

NOVA SCOTIA	C. E. Choat & Co., Halifax
NEW BRUNSWICK QUEBEC & ONTARIO	McVitie & Price of Canada, Limited, Montreal.
MANITOBA	Richards & Brown, Winnipeg.
SASKATCHEWAN	Campbell, Wilson & Strathdee Limited, Regina
ALBERTA	Campbell, Wilson & Horne Limited, Lethbridge, Calgary, Red Deer, Edmonton.

For prices and stock lists write your nearest agent, or

McVITIE & PRICE of Canada
Limited
MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuits of Britain."

WHEN BUYING MINCE MEAT INSIST ON

WETHEY'S

If any advertisement interests you, tear it out now and place with letters to be answered.

A Reminder from the Old Country

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each. 11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz. Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews

Melton Mowbray, - - - England

YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.

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Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

You Can Save Money by Installing an

ELGIN NATIONAL COFFEE MILL

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.

WOODRUFF & EDWARDS CO.
ELGIN, ILL., U.S.A.

Say You Saw It
in
Canadian Grocer

MR. CLERK
YOUR SPARE TIME

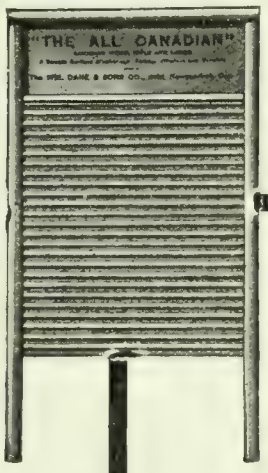
WHAT do you do with it? By that we mean, is it **bringing you** any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of **clerks** throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no **obligation**, we'll be glad to tell you all about it. Drop us a line **To-Day.**

The MacLean Publishing Co.
Dept. C.G. **143-153 University Ave.**
Toronto **Canada**



How many women customers come into your store daily?

Now, just think, if you had a little display of the

New All-Canadian All-Wooden Washboards

(retailing at 20c) in your store, what a number of profitable and easy sales would result.

The prevailing prices of zinc and aluminum have put those materials out of the question for washboard purposes.

The "New All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities it equals the zinc or aluminum line.

The "New All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENTS' WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. HOP-Malt Company, Beamsville, Ont.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

EVERY MERCHANT WHO SEEKS MAXI-

mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Jenkins & Hardy
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

The man with money

In Canada, if you are a man with money, or called upon to advise others in regard to money matters, you will find it to your advantage to read a sanely edited, broadly informed and clear-visioned **financial newspaper**, such as "The Financial Post of Canada." The Financial Post is, beyond question, Canada's most authoritative newspaper serving investors and those concerned with the money market. The wide organization and many papers of The MacLean Publishing Co., together with the experience and ability of the Editors, make this pre-eminence possible.

THE Financial Post OF CANADA

The Canadian Newspaper for Investors

$3.00 PER YEAR

One advantage which subscribers have is the service of the Investor's Information Bureau of "The Post," where special information and advice are provided, without any fee, by personal letter. This service is very valuable to investors.

We suggest that you buy a copy of the current issue from your newsdealer, and make a careful examination of it. Ask your banker or broker about "The Post." Get independent opinions regarding it from the professional classes who handle money. Sample copy on request.

Published by

The MacLean Publishing Co., Ltd.
143-153 University Ave., Toronto Canada

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

If any advertisement interests you, tear it out now and place with letters to be answered.

Still Another Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the contest.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize - -	$5.00	1st Prize - -	$5.00
2nd " - - -	3.00	2nd " - - -	3.00
3rd " - - -	2.00	3rd " - - -	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR CANADIAN GROCER

143-153 University Avenue
TORONTO

RESULT?

At the time of writing this copy it is impossible for us to say to what extent OYSTER WEEK has been a success.

We do know that the trade took hold of the proposition very enthusiastically, and this of itself should ensure success.

The results to be obtained from OYSTER WEEK, however, are greater than those already secured, and are dependent on the intelligence with which the good beginning is followed up.

If you have adhered strictly to quality and sold dry measure you probably have met with some arguments, but kindly note that your trade was not dissatisfied with the oysters when eaten. Unfortunately the mental attitude of the consuming public toward the oyster as a whole, is that it is a pretty sloppy proposition, and until the consumer is brought to regard the oyster as a food worthy of prominence in their regular diet there is going to be no substantial increase in the consumption.

While oysters are an economical food we must reconcile ourselves to the fact that the housewife does not regard them in that light, and it is well to suggest at times that the expense of serving oysters is confined to the oysters, a few crackers and the milk necessary. When a comparison is made with the expense of serving other foods, the oyster will be found to be an economy, as well as enjoyable.

Follow up strongly the good work that has been done. Oysters handled on a quality basis adds to your prestige.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street Toronto, Canada

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, NOVEMBER 17th, 1916 No. 45

It's a Pure Gold Product—*what further recommendation is necessary?*

Quality is the outstanding feature of each and every Pure Gold Product, a fact that your customers are well aware of. Are you profiting from Pure Gold popularity?

If not, begin right now. Get a stock of *Pure Gold Jelly Powders* displayed on your sales counter. Suggest them to every customer. Sales will be large and repeat orders certain.

The Memory of Quality lingers when Prices are forgotten.

Pure Gold Manufacturing Co., Limited

TORONTO, ONT. WINNIPEG, MAN.

Sell Todhunter's Cocoa for profit and Customer Satisfaction

Here's a delicious and absolutely pure cocoa in handsome pound and half-pound glass jars—something to catch the eye of every housewife. The quality of Todhunter's is incomparable, only the finest cocoa beans are used in its manufacture. Hence first sales are invariably followed by repeats—just the right kind of profit-making business you are looking for.

Write us to-day.

Todhunter, Mitchell & Co.

Importers and Manufacturers

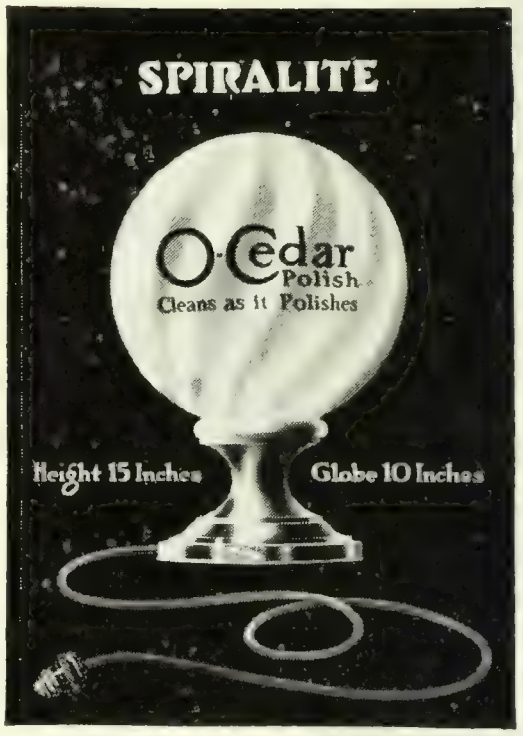
TORONTO, ONT. WINNIPEG, MAN

Get Your Passing Customer's Attention

This sign shows constantly changing colors and placed in your window will attract everyone on the street to your store—everything in your window will be noticed. We give it free with

O-Cedar Polish

(MADE IN CANADA)



Display Deals No. 63 and No. 64

Display Deal No. 63—	Sells for	Display Deal No. 64—	Sells for
3½ doz. 4-oz. O-Cedar Polish	$10.50	10¾ doz. 4-oz. O-Cedar Polish	$32.25
7 doz. 12-oz. O-Cedar Polish	42.00	4 doz. 12-oz. O-Cedar Polish	24.00
½ doz. qts. O-Cedar Polish	7.50	¼ doz. qts. O-Cedar Polish	3.75
1 only Spiralite.		1 only Spiralite.	
	$60.00		$60.00

(The above prices subject to usual discount.)

Our Supply is Limited on the Above Deals.

Almost every woman in Canada is buying and using O-Cedar. She has to buy from some dealer. Why not you? Get this sign and let her know you sell it.

ORDER FROM YOUR JOBBER.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF $500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Crossed Fish Brand Sardines

We paid in Duty and War Tax Ten Thousand Six Hundred Dollars on Consignments received this week.

What Does This Demonstrate to You?

That the *Crossed Fish Brand* must be in great demand.

Why?

Crossed Fish Brand are Selected Fish.

Crossed Fish Brand are Always Uniform Size.

Crossed Fish Brand are Packed in the Highest Grade of Pure French Olive Oil.

Crossed Fish Brand builds up your reputation in selling a guaranteed line that means repeat business.

After all, it is REPEAT BUSINESS that means profit to you.

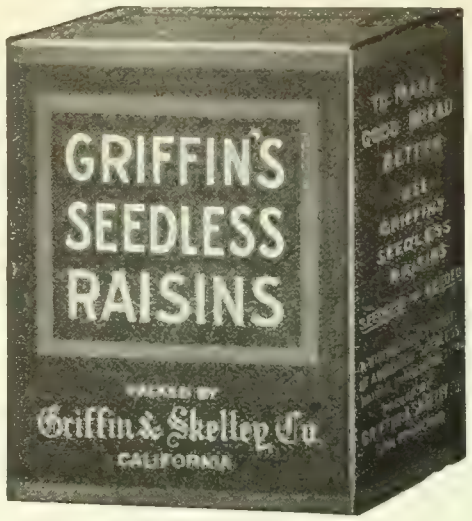
W. G. PATRICK & COMPANY, LIMITED

IMPORTERS

Head Office:
51-53 Wellington St. W.
Toronto, Ont.

Western Branch:
168 Market Ave. E.
Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.



In particular sell

Griffin & Skelley's Seedless Raisins

(In packages)

The demand from this on for Christmas baking is bound to be heavy, and G. & S. brand needs no introducing to customers.

Order through your wholesaler.

This Year You Have a Chance

This year has been a bad one in Canada for tree fruits, prices for raw fruits are so high. Domestic cellars and pantries are barer than common. This situation gives you an excellent chance to sell

Griffin and Skelley's

Peaches, Apricots, Prunes and Raisins

STOCK CARRYING

The G. & S. brand is so good that repeat sales are certain. This is not always the case when other brands are offered.

G. & S. goods are standard.

Keep a display of Bowes Mince Meat before your customers

Put it on your sales counter, right out where the good housewife will see it. Suggest it to her. She'll like it and you won't need to suggest it next time.

Bowes' Mince Meat has that captivating deliciousness so much appreciated by discriminating people. The more particular they are the better they like this high-grade Bowes Product.

And the profits are good. So why not get up that display right now?

The Bowes Company, Limited

72, 74, 76 Front St. E., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

For folk who entertain

Folk who entertain

are usually good judges of Coffee or Cocoa. And so, where friends gather together who enjoy good things, there you'll usually find

Reindeer Coffee or Cocoa

These two delicious Borden Products add zest and friendliness to any repast, without taxing the hostess with unnecessary work. Ready in an instant. No fussing. No worry. No inconvenience.

Most housewives know Reindeer Brand Coffee and Cocoa. They are fully aware of the high-grade quality and splendid convenience of these two delicious Borden lines.

If you will just jog up their memory with a good display you will find Reindeer Coffee and Cocoa among your best profit-makers.

And you couldn't find a better time to begin pushing Borden Products than right now, at the beginning of the social season. How about a trial order to-day?

Borden Milk Co., Ltd.

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building - - - Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask Your Wholesaler for

PURITY OATS

Made in Canada

Your customers are just as anxious to purchase the really best oats as you are to sell them.

The profit-sharing coupon in every large size package means that customers will give Purity Oats a trial.

The big, full, even, white flakes make such delicious porridge as only the highest grade of Western Canada oats can make. That means growth of sales worth while.

Write for attractive Purity Oats window display.

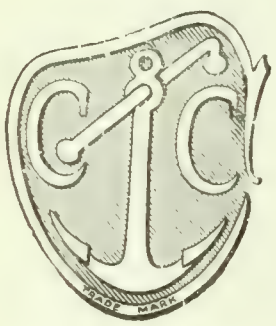
Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid

Demand goods whose security makes them sell easier



Nothing leaves your shelves as quickly as goods your customers KNOW are just as pure and fresh and choice as they look in the Jar—goods that get the public confidence and interest from the start.

It all depends on the seal.

No seal is so positive, no seal retains the purity and freshness of the goods quite as surely as Anchor Vacuum Caps.

Why be content with the poor sales of goods of doubtful quality? Demand the security of Anchor Caps on all goods you handle and insure yourself better and bigger sales.

Speak to your wholesaler to-day.

Anchor Cap and Closure Corporation of Canada, Limited

Sudbury St. W.
Foot of Dovercourt Road

Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

Selling Power

to a tradesman is one of the most important attributes of the goods he buys

CLARK'S PORK AND BEANS

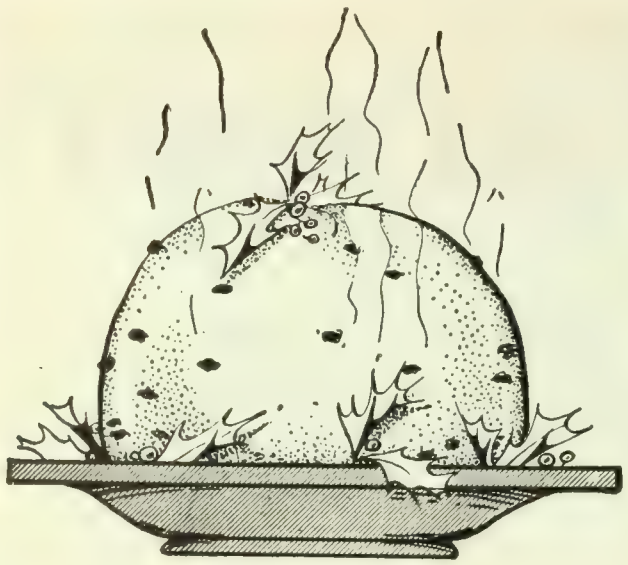
have the quality that satisfies, have the name that guarantees and have the popularity which makes sure sales.

ORDER NOW.

W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



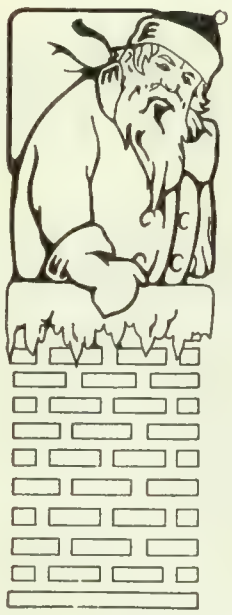
No. 1—60 cents.

No. 2—40 cents.

No. 3—60 cents.

No. 5—60 cents.

No. 6—40 cents.



No. 4—50 cents.

These Cuts For Sale

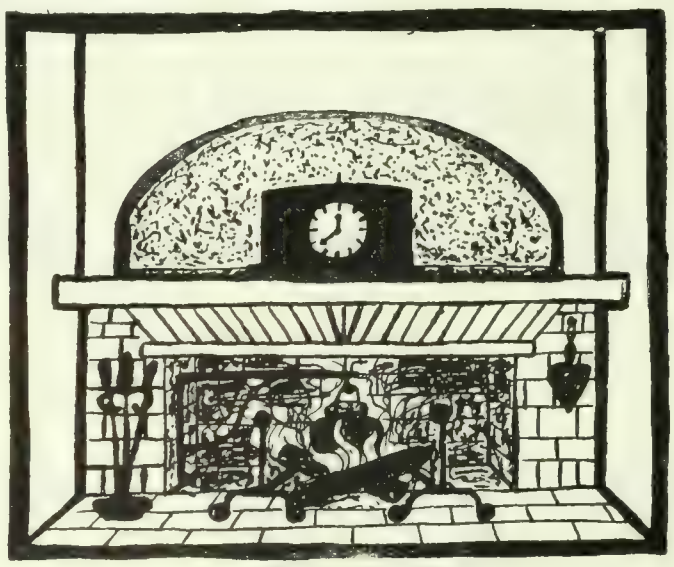
CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only $5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

Canadian Grocer, 153 University Ave., Toronto

No. 8—40 cents.



No. 10—60 cents.

No. 11—50 cents.

MACLEAN'S MAGAZINE *for DECEMBER*

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

At all News-Agents Fifteen Cents

Contents:

The Girl of Big Loon Post—a short serial story by George Van Schaik.

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is 'The Ballad of Jean Desprez" —a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department; the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better** for a Canadian than any other magazine, no matter how or where produced.

Four Business Boomers

Display the four MALCOLM MILK PRODUCTS on your sales counter to-day, and notice what good, quick sellers they really are. Their convenience and deliciousness make them the ideal line to feature during the social season.

Every Malcolm Milk Product is entirely Canadian made, a product of Canadian labor, backed by Canadian enterprise and Canadian capital. Cash in on the Made-in-Canada boom by featuring Malcolm's—the original Canadian Milk Products.

Order a 5-case lot and try out their selling qualities. We'll pay freight up to 50c per 100 lbs. to any point in Ontario, Quebec and Maritime Provinces.

ASK FOR PRICES.

The Malcolm Condensing Co., Ltd., St. George, Ont.

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "it is as pure as Windsor Salt."

Windsor Salt has probably been used in her home, for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

GIPSY
Stove Gloss

What's in a name? This. GIPSY stands for ease of polish, intense blackness, cleanliness and durability—packed in a novel form that pleases every user. It is the "last word" in stove polishes—and you will remember how all ladies like the "last word."

Order "GIPSY" from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

A Reminder from the Old Country
Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

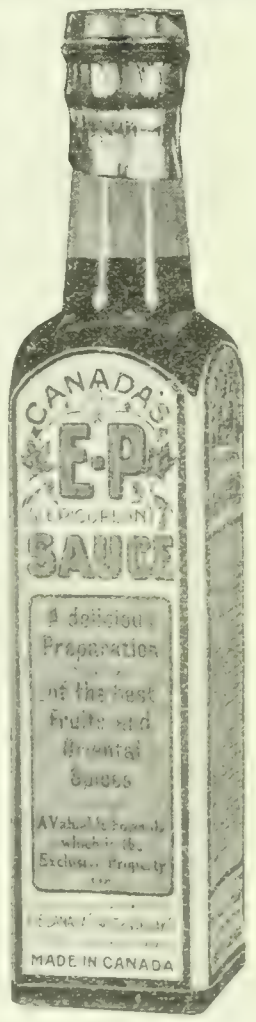
E. P. SAUCE
(Epicurean Fruit Sauce)
Made-in-Canada

A big favorite, with every person appreciating high-grade quality and palatable wholesomeness.

You will find E. P. a dependable seller and a sure repeater if you give it prominence on your sales counter. And the profits are worth while.

Send for samples.

The
Canada Sauce and Vinegar Co.
519 King St. W., Toronto



If any advertisement interests you, tear it out now and place with letters to be answered.

The demand that's as genuine as the tea itself

Without resorting to any costly consumer advertising whatever, we have built up a splendid profit-producing demand for **MINTO TEA**, a demand based entirely on the delicious goodness of the tea itself.

This elimination of advertising costs enables us to add a still greater attraction to the Minto Line, for instead of putting the money in our own pockets we give it to the consumers by enclosing in every package (½ and 1-lb.) the exact amount it would take to advertise it direct.

We need hardly emphasize the importance of this novel idea as regards the Minto Dealer. For here he has a double selling point—**Money and Quality in every package.**

A trial supply of Minto will show you the road to a better tea business.

Minto Bros., 284 Church Street, Toronto

"Without exception the ablest book ever published on the subject of Coffee."—Mexican Investor.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo. **Cloth Extra, Net, $2.00** **By Mail, $2.10**

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review.*

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book.—*Grocers' Criterion.*

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal.*

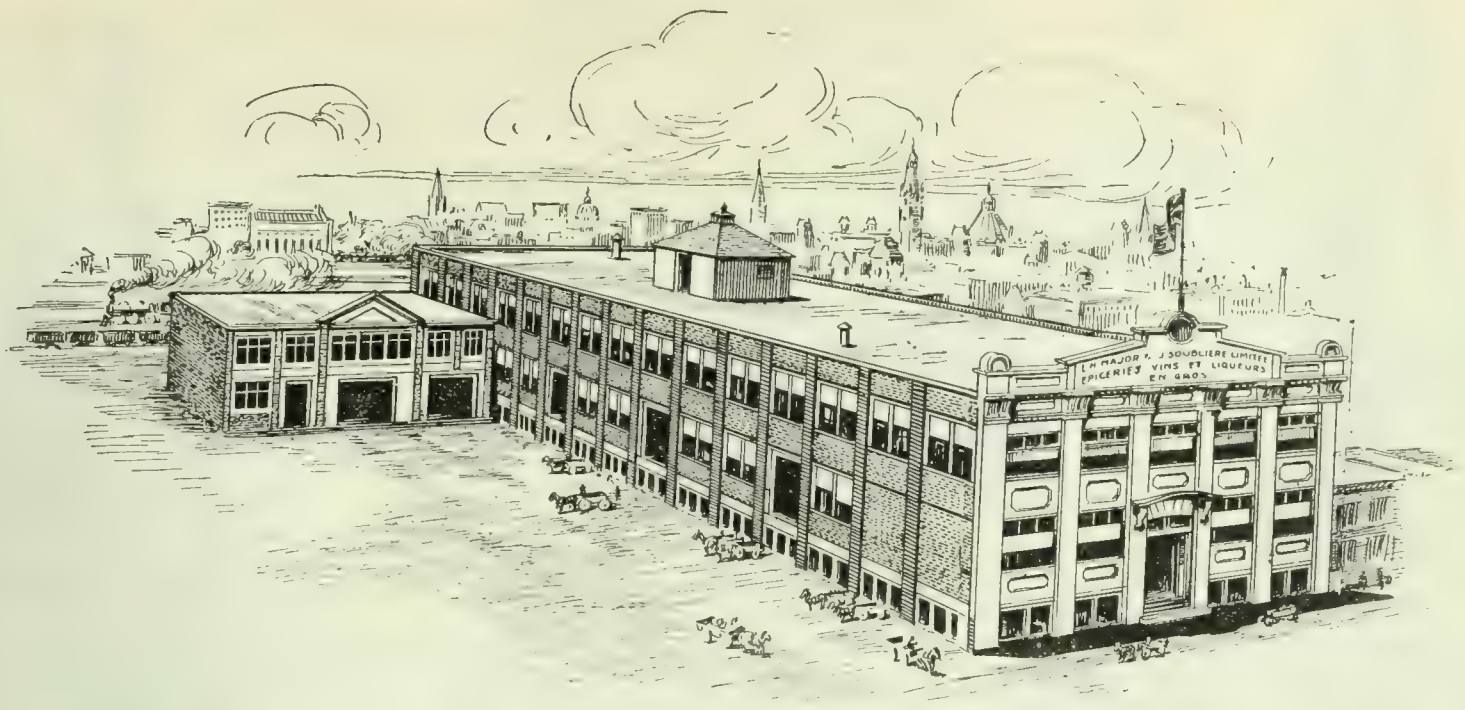
"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, *the greatest authority in America upon the subjects of Tea and Coffee.* The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald.*

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street - - Ottawa, Ontario

Domestic and Fore'gn Agencies Solicited

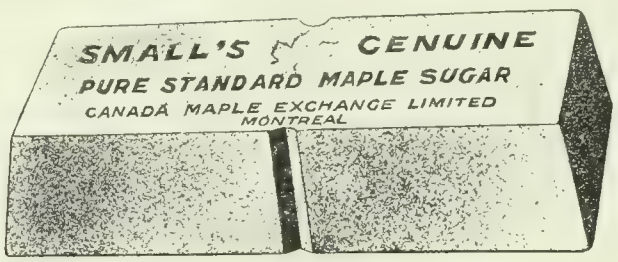
If any advertisement interests you, tear it out now and place with letters to be answered.

SMALL'S STANDARD BRANDS

Small's Standard Brands of Syrup, Sugar, Maple Butter, Molasses and Confectionery are Tested, Stamped, Sealed prior to packing, and labelled in conformity with Pure Food Regulations.

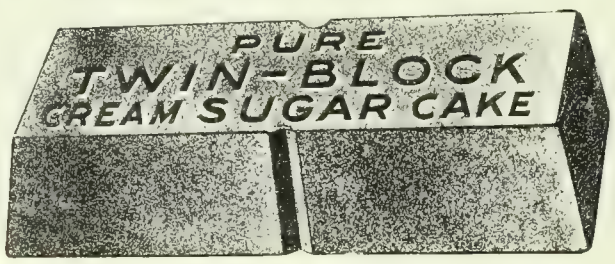
In no single instance has Small's Standard Brands failed to meet the Inland Revenue requirements.

Merchants handling same are free to do so absolutely without risk.



"Small's Maple Butter Cremo" is the original, having been on the market for the past 30 years.

Retails at 20c per lb.; is Rich, Creamy and Delicious, in many instances is an agreeable substitute for the best Dairy Butter.



At all jobbers throughout the world or

Canada Maple Exchange, Montreal

Finest Salted Jordan Almonds

and

Finest Salted Pecans

Treated with Pure Olive Oil

Put up in glass jars (as per cut). Cut is exact size of bottle; 25 cent seller

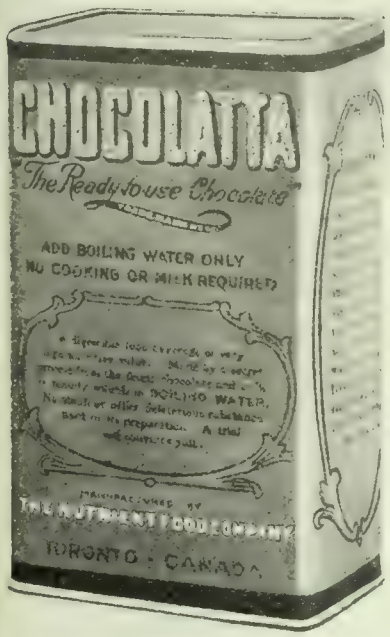
Good Christmas Line.

Walter Christmas & Co., Limited

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Quick Selling Quality —that's CHOCOLATTA



And besides this unbeatable quality it has the additional appeal of convenience, making a selling combination of unusual value. Grocers everywhere are profiting through the popularity of **CHOCOLATTA.** So will you if you give it a trial.

The advent of the cold days is ideal for quick sales of **CHOCOLATTA**—the only ready to use chocolate on the market. And the margin of profit is worth while.

Ask your jobber for it or we'll ship you direct.

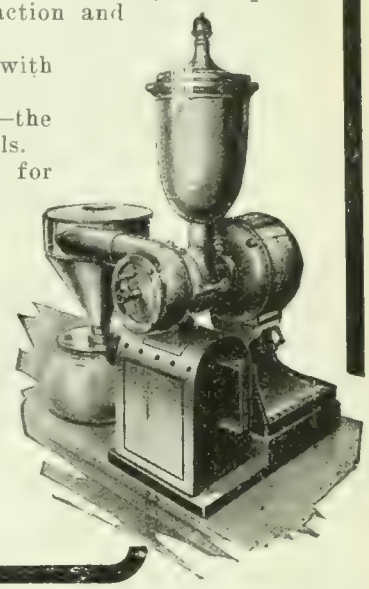
The Nutrient Food Co.

Toronto, Canada

Best coffee mills bear the name Hobart

The Hobart Coffee Mill Grinds Coffee to suit your customer's particular requirements, grinds it in a way that spells better customer satisfaction and bigger profits.

Give your customers coffee with the **dust** and **chaff** removed. It's easy with the **Hobart**—the something new in coffee mills. A post card to-day, asking for the Hobart catalog, will be a good step towards better coffee profits. Send it now before you forget it.



The Hobart Mfg. Co.
149 Church St.
TORONTO

Do you notice how conveniently she reaches the egg?

AND WHY? Because it was delivered to her in a *Star Egg Tray.*

It costs her Grocer less to deliver it that way than if he had used a paper carton or bag—and think how much more convenient and pleasing it is.

Besides, every egg is sound and unbroken because they were thoroughly protected in their rough journey from store to home in *Star Egg Carriers.*

Since service pays such big dividends in business today, why not give it continually by using the *Star System,* which costs less than your present method?

Larger Profits—Increased Sales

The Star System FOR SAFE EGG HANDLING

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street, Rochester, N. Y.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers
Some special low offerings in new Japan Teas now in transit.

What have you to offer in BEANS, HONEY
Quote best prices, particulars, quantity.
Send me Samples of Beans.
FRED J. WHITE
BROKER
TORONTO CANADA

FEATURE FOR THE TRENCHES
G. Washington's Refined Coffee
Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue, East, Winnipeg

Kindly Mention This Paper When Writing Advertisers

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Why You Should Feature KING GEORGE'S NAVY

Welcome the Man and His Trade

The man will come to your store readily enough when you begin to feature his favorite brand of tobacco, particularly if he is a "chewer," and he knows you sell the big favorite—

KING GEORGE'S NAVY.

And once you get him on this line his future trade is assured you because the quality and texture of King George's Navy are satisfying chewers everywhere and pulling bigger profits in grocery stores all over Canada.

Get some King George's Navy advertising in your window where the men will see it.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Extra dollars in your cash drawer

is what Tartan Brand Products will bring you. Every customer, no matter how hard-to-please, will find in Tartan Brand quality a deliciousness that will make her a constant customer of yours.

Your requirements of **Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder,** etc., can be met and met satisfactorily in the Tartan Brand line.

Mail orders promptly attended to. Fancy Groceries, Foreign and Domestic, a specialty.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

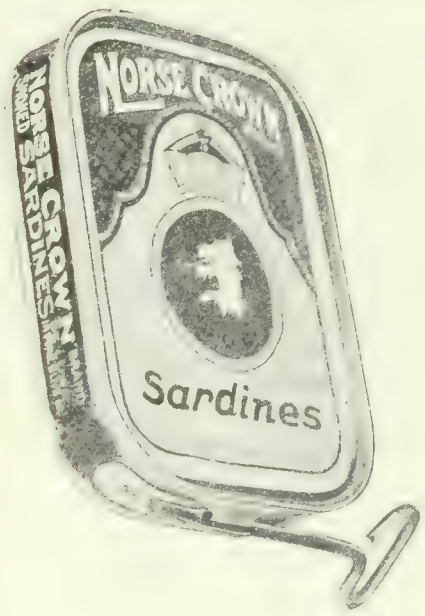
CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

The Oversea Export Co., Limited

NORWAY

NORWEGIAN SARDINES, in Pure Olive Oil



The *"Norse Crown"* Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a *"Norse Crown"* tin is literally hand-picked and represents a perfect fish as to size and condition.

Special Brands to suit Individual Buyers.

Shipments have now arrived. Ask your jobber for the Oversea Export Company's brands. Full particulars and prices from the Sole Agents.

Stewart Menzies & Co. - 70 Lombard Street, Toronto

St. Lawrence

Crystal DIAMOND Lumps

The Daintiest Sugar on the Market.

Every Lump the Same Even Size.

No Broken Pieces. No Waste.

Saves Money to the Merchant.

Gives Better Satisfaction to the User.

Still Another Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the contest.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize - -	$5.00	1st Prize - -	$5.00
2nd " - - -	3.00	2nd " - - -	3.00
3rd " - - -	2.00	3rd " - - -	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR CANADIAN GROCER

143-153 University Avenue
TORONTO

Stands Every Quality Test

EVERY grocer who has tasted Red Rose Tea himself will admit that it "is good tea."

Every grocer who has sold a package of it to a hard-to-please, discriminating tea drinker will admit that it must, indeed, be "good" tea or it would not have brought that person back for another package.

Every grocer who will take the trouble to keep a record of his customers who buy Red Rose Tea will find, we believe, that they number the most particular customers of his trade.

Make any test you like with Red Rose Tea and it will prove itself a tea of marked distinction and quality. Furthermore, it is a tea that is always in demand —always turning itself over rapidly and making sure net profits for the grocer.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE NEW APPETISER

Delicious Flavour

Colman's

SAVORA

Delicate Aroma

Colman's

SAVORA

Made with Colman's D.S.F. Mustard and packed in 25 and 15 cent Glass Jars. Freight Paid anywhere in Canada. Include a Case of 2 doz. 25c. size, or 4 doz. 15c. size with your next order.

MANUFACTURED BY

J. & J. Colman, Ltd., 108 Cannon St., London, England.

CANADIAN AGENTS:

MAGOR, SON & CO., LIMITED

191 St. Paul Street W., Montreal. **30 Church Street, Toronto**

Who Pays for the Broken Sugar Bags?

You do. One drop of water will weaken a paper bag so that it starts a leak. No matter how little has been spilled your customer doesn't want it in that condition. By the time the bag gets back to you there isn't much salvage in it.

LANTIC SUGAR

in bags and cartons saves these frequent accidents and assures you a certain definite profit on every pound of sugar you handle.

2 and 5 lb. cartons. **10, 20 and 100 lb. bags.**

Atlantic Sugar Refineries, Limited ST. JOHN, N.B. MONTREAL, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, NOVEMBER 17, 1916 No. 46

Profits on Canned Goods Exorbitant?

Charges of Combine to Boost Prices Discussed — High Opening Price Justified by Conditions, According to Canners—Rebate to Jobber Curtails Profits— How the Wholesaler Has Treated the Retailer.

RUMORS of Trusts and Combines, have of recent days become almost a part of the air we breathe. The enormous advance in practically all food products, due to war conditions and crop shortage, coupled with the increased tariff, has made Canada among the most expensive countries in the world to live in.

These conditions, no doubt, are responsible for the flock of rumors that are finding their daily place on the front pages of every newspaper, and are giving the editors such abundant editorial material.

More Definite Charges

Of recent days these rumors have been crystallizing into something more definite. Into something, in fact, resembling actual charges of complicity in a campaign to force and hold prices at a level far beyond that demanded by present economic conditions and the necessity for a reasonable profit margin.

Such a charge seems to be implied in a letter of Sam J. Mathewson, a wholesale grocer, of 202 McGill street, Montreal, quoted in the Toronto *Globe* recently:—

> "Regarding the exorbitant prices for canned goods, in reply to a registered circular dated 19th May last urging the purchase of old canned goods, we registered and mailed the following on the 23rd of May:
>
> "'With such horrors threatening us and a cold winter coming on, the only hope we can see is for our Government to remove the duty and allow some canned goods to come into our poor, distressed country. We hope you will use your influence with them, as true patriots, and have this done'.
>
> "On the 11th September, 1916, sales were made in the United States of several thousand cases of tomatoes at ninety cents (90c) per dozen.
>
> "To-day I am offered thousands more at $1.30 in the United States, but the Canadian price net cash at the factory, is $2.25 per dozen, or, say, $2.60 to the retail trade, which means 25 cents per tin retail to the consumer, while as late as Thanksgiving Day United States consumers could buy three tins for 25 cents retail.
>
> "SAM. J. MATHEWSON,
> 202 McGill street, Montreal, Oct. 27."

The statements made by Mr. Mathewson have been unduly exploited and discussed. The situation with reference to canned goods has become of pre-eminent interest to the grocery trade at large.

The CANADIAN GROCER holds no brief for either manufacturer or wholesaler, but when such definite charges are being made it is of interest to get a sidelight on both sides of the question. With this end in view, a CANADIAN GROCER representative discussed the matter with a prominent official in the canning interests. The information derived from this source may place a different light on the matter.

Can Deliver Only 25 Per Cent. of Sales

According to the information received, the present conditions can in a great measure be laid at the door of the unusual weather conditions prevailing in the country previous to, and during the canning season. Early rains did almost irreparable damage, and early frosts finished the work, as far as the crop was concerned. The net result has been that the canners as a whole had on hand for delivery at the close of the canning season just 25 per cent. of tomato orders booked on the basis of a full crop.

The Canadian Canners, the selling agency of the Canadian canning industry, had guaranteed to deliver 70 per cent. On a basis of the packed goods available they were enabled to deliver:

Tomatoes, 25 per cent.
Corn, 50 per cent.
Peas, 90 per cent.

With a guaranteed delivery of 70 per cent. of sales, it will readily be seen that there was a very wide margin to be bridged in some way. All Canadian sources had been already tapped and the only opening was to protect their guarantee by buying on the American market, where the crop for all lines of canned goods was also light. With this alternative in view a selling price was decided on sufficient to cover the possibility of having to buy 45 per cent. of the guaranteed quantity on the American market.

A Compromise Measure

Following this decision, we are informed that another alternative was suggested, with the idea of avoiding any unpleasantness that might arise over delivery of an American pack of goods. This alternative took the form of an offer to all jobbers to rebate them on all the unfulfilled portion of their contract over and above the 25 per cent. that was actually delivered. Thus, every jobber was to receive the benefit of the rebate and be enabled to go into the open American market and buy as his present needs and the condition of the market seemed to warrant. It is understood that this agreement was unanimously accepted, and that not only did the jobbers receive the benefit of the rebate, but through them the retailer also profited. The canners have delivered, or are delivering, the 25 per cent. agreed upon and have no surplus on hand of tomatoes.

Made Good Profit

There is no effort made on the part of the canning interests to minimize the fact that there was a very good profit made on the goods sold. But in justice to them it is to be remembered that this profit was made on a gross turnover of only 25 per cent. of the normal and that a regular year's business at one-quarter the profit would have been equally advantageous.

The average contract price to the Toronto grower was 30c per bushel. Last year they were contracted as low as 25c per bushel. These contracts work no hardship to the farmer. They could be made long before anyone could assure himself of the crop prospect and were based on a scale that provides the grower a satisfactory return for his investment and labor. Then, too, the cost of labor has advanced in the canning

business, as well as others. The cost of tins, too, is an item to be considered.

Still the fact remains that the canners did make a good profit on the goods they sold. Had they been compelled, however, to meet the contracts entered into and actually delivered up to 70 per cent. of their sales, it would have been a different story.

No one knows what the profits on the industry are. It is known, however, that for some years no dividend has been paid on common stock of Dominion Canners, and we have creditable authority for the belief that there will be no dividend declared this season.

With reference to the Mathewson letter, no effort was made to discredit it. Undoubtedly it might be possible to buy a certain quantity of tomatoes at $1.30 in the United States. Independent sellers might be willing to make such deliveries, but it would be in comparatively small lots on the basis of present prices across the border. American tomatoes in 3-pound tins, would cost laid down here about $2.10.

On the other hand, it must be remembered that the American product is generally conceded to be of a slightly inferior grade to the Canadian canned goods.

American Supply Unequal to Demand

It is also to be remembered that where it might be possible to buy a thousand cases of canned goods to advantage, if the Canadian canning interests had endeavored to cover their 45 per cent. of actual shortage in the American market, this buying order for in the neighborhood of 600,000 cases, would have hopelessly swamped the American market. Tentative investigation of the situation some time ago revealed the fact that it would be impossible to buy even 100,000 cases in the United States.

Here, then is the canners' side of the case. If it is considered that there should be a more exact knowledge of what these interests consider a fair profit the recent Order-in-Council, which provides both the Minister of Labor and the municipalities with the power to enquire into any agreement or combination that has for its purpose the increasing of the price of foodstuffs surely provides power sufficient to settle the question.

How the Jobbers Met the Situation

Leaving the question of the Canners' profits in abeyance, how did the wholesaler fare in this agreement, and what effect had it on the retailer?

P. Eby, of the Eby, Blain Co., when seen in reference to the matter, corroborated the above facts. The Canners had come to the jobbers with a compromise proposition. They would deliver the 70 per cent. of their orders as guaranteed at $2.17½. It was a surprisingly high price, Mr. Eby agreed, but quite within the rights of the Canners. Their contracts called for the acceptance of orders at the lowest opening price, which price was settled by the Canners themselves. Naturally when the high price was presented there was no eagerness to accept, and the compromise measure met with approval. The compromise called for a certain stated rebate on both tomatoes and corn on every case over the 25 per cent. that the Canners offered to deliver on tomatoes, and the 50 per cent. that they agreed to deliver on corn up to the contract agreement of 70 per cent.

This compromise was accepted and the goods have been mainly delivered. Mr. Eby was sure that the figures of deliveries appearing in this article comprised all the holdings of the Canners.

With these conditions the jobbers had perforce to be contented. They had the opportunity of going into the American market and buying sufficient to cover a fair portion of their orders. This most jobbers had done. Still there was a wide discrepancy between their orders and their holdings. It became necessary for the jobbers to reach some compromise with the retail trade. Their basis of agreement was as follows:—They agreed to deliver 100 per cent. of orders at an opening price of $2.50 for tomatoes and $1.70 for corn. This price was set high enough to protect them against the necessity of buying abroad. On a basis of a percentage contract, when a retailer agreed to accept 25 per cent. of his order in full settlement the price was to be $2.02½ on tomatoes and $1.50 on corn.

Mr. Eby claimed they were hardly as well situated, however, as the canner, because a grocer who had bought 15 cases might say, "I must have five cases of tomatoes." This amounted to 33 1-3 per cent., and mainly had to be delivered. In such a case the rebate obtained from the Canners was trimmed pretty fine. Now, the question arises, where shall the retailer get extra supplies, that he may need over and above the percentage of his order delivered by his wholesaler? The wholesaler will still deliver them, but at $2.25. This increased figure has been necessitated by the fact that the 25 per cent. of their tomato orders and the 50 per cent. of their corn orders delivered by the Canners was more than eaten up by their contracts with their customers, and hence these goods had to be imported from the United States at high cost.

In the light of these facts the entire situation becomes exceedingly interesting for canner, wholesaler and retailer. All had suffered somewhat in their trade, but all had accepted conditions as they existed and made the best of them.

Largest Tea Crop on Record

One Hundred Million Pounds Increase on Former Year's Output—Demand Equal to Enormously Increased Supply—Some Interesting Facts.

IN years of stress such as these, it is unusual to find any great expansion in the usual trade lines. That there should be immense advances in specialized lines such as steel is to be expected, but that the ordinary commodities should show unusual activity is more than noticeable.

The tea industry however, is one of those outstanding exception—From the speech of the chairman at a meeting of a large English Tea House, the following information was gleaned.

India, Ceylon and Java have this year produced more than one hundred million pounds of tea in excess of last year.

Russias Enormous Demand

An interesting fact to be noted in connection with this enormous increase is that at the end of June the stocks in bond in the United Kingdom only amounted to some 12 million pounds more than the standard holding. Russia was the largest consumer, taking nearly half of the increased output.

With such an enormous increase in output it would not be unusual to find a decided weakening in the market. But contrary to expectation, the demand seems to have kept pace with the supply and not only was the immense surplus assimilated without depreciating values, but actually, there was an increase in the selling price.

The year 1916 seems likely to be the record year for some time to come. The weather has been favorable, but in the nature of things it is impossible to expect such another crop in the coming year, and it is reasonably to be expected that there will be a falling off on this high record. The imports on the British market were 273,000,000 lbs. for the first nine months of the year as August 300,000,000 lbs. for the same period of 1915. Obviously then no drop is to be expected, and the increased demand assures a remunerative sale for all crops for some years to come.

Trout Creek Store, Trout Creek, Ont. —"The fall and winter number is very good."

A Bright Christmas Display

HERE is another attractive window for the Christmas season. It features goods of especial interest at the Christmas season and takes particular advantage of the bright-colored gift boxes that are available with boxed candies and biscuits at this season. The window demonstrates the added effectiveness that may be gained by the use of candied fruits with their glistening colors and Christmas crackers with their attractive shades.

Here a banked arrangement has proved very effective in showing the goods. And the general effectiveness of the window is increased by the general restraint practiced in decorating. The emphasis has been laid on two or three lines and the decorator has wisely refrained from encroaching upon these. Their appeal is all the stronger because it is focused on a few outstanding lines. The display was made by Geo. Kerr & Co., Lethbridge, Alta.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—
Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, NOVEMBER 17, 1916** **No. 46**

WOODROW is probably oiling up his typewriter again.

* * *

THE CANNED tomato is the cause of much bottled-up indignation.

* * *

CHRISTMAS is getting close. The Christmas issues of the magazines are out!

* * *

THE NEWSPAPERS are raising a merry cry of "combines." This question of high food prices seems in the final analysis to be purely one of Supply and Demand.

* * *

THE HUMBLE potato threatens to become a national issue, while vegetables of a hardy, attention-getting variety such as the onion languish in obscurity.

* * *

A DEMAND for the removal of the prohibition of butter substitutes in the Dominion has been made to the Government by the Trades and Labor Council of Brantford. Whatever the merits of the case there seems to be a constantly growing feeling, that no law that favors one class of the populace at the expense of the pocket-book of another class, should in justice be maintained.

BUTTER IN THE COCOANUT

THE high price of butter at present has set the public diligently pondering on the matter of substitutes. The latest suggestion is "nut butter" a product made from copra which is the dried meat of the cocoanut. French scientists have eliminated the disagreeable taste and without injuring its nutritive value have generally perfected the process of manufacture. The article has had an exceptionally large sale in England where it used to sell at about 12c a pound.

These are conditions, however, that make it not so happy a solution as it appears on the surface.

We don't grow cocoanuts on the continent and they all have to be shipped in from Central and South America and the West Indies and it is well nigh impossible to get ship room for these goods. Also Jamaica, one of the largest cocoanut export points has, by way of paying for her dusky contingent in Flanders, clapped an export duty of so much per cocoanut upon this artielc.

It looks as though the public would have to be content to spread its butter a little thinner.

RESPONSIBILITY FOR ADULTERATIONS

EVERY now and then reports are received of court proceedings against grocers for selling adulterated maple syrup. In the vast majority of these cases, the accused are innocent victims of a law of which they know nothing. There is a Dominion statute covering maple products and honey, that says wherever the two words maple or honey are used in any way the product must meet an accepted Government standard. Failing which anyone retailing the article is liable to prosecution under the Act.

Many grocers in the past have innocently sold these goods, thinking them to be pure, often deceived by a flatteringly worded label. This is not sufficient as numerous Court cases of recent date have proved. Be it remembered too, that you cannot plead ignorance of the quality, nor yet fault on the part of the parties who sold you the article. The case lies

against you as the retailer. The Government's stand being that, as a seller you are bound to assure yourself of the purity of these articles.

The most common adulteration of maple syrups are cane sugar and water. The former is not permissible at all, while only 35 per cent. of water is allowed. Honey too, is often adulterated with cane sugar, this of course is also contrary to law.

This is a difficult situation for the retailer as it is seldom he is in a position to know or judge for himself as to the purity of these articles.

He can, however, under the Act get a written warranty from the wholesaler or jobber who sells him that the goods are within the legal standard. Such a written warranty is a good plea in any legal action and serves at once to shift the responsibility to the original seller. It would seem wise for all dealers in these goods to protect themselves by this simple means.

THE POTATO AGAIN

ONE of the favorite campaigns of the day is to urge the curtailment of profits in some other man's line of business. Especially have the wholesalers, who handle food products, come in for this attention. They seem the natural scapegoats, and yet probably without exception these wholesalers are showing a smaller net profit than ever before in their history. There may be someone making unjust profits out of the necessities of life, but the wholesaler does not seem to be the man.

There has been a good deal of outcry against the produce men because of the price of potatoes. There have been accusations of Trusts and Combines that are of very visionary origin.

Potatoes are selling at present at about $2.35 per 90-lb. bag on the Toronto market. This because the Ontario and Quebec crop is a practical failure. The nearest supply for Eastern Canada is New Brunswick. What are the conditions there? From the heart of the potato district come the following quotations: $3.25 per barrel some time ago, jumping to $3.50 and $3.70, while the latest report is $3.75 per barrel. A barrel of potatoes weighs 165 lbs., so a $3.75 price per barrel would be equivalent to $1.85 per bag at the shipping point. There is an additional freight charge of 20c per bag, and the handling costs money. Where does the wholesaler come out on this deal?

Some relief is obtained for Alberta and British Columbia where prices rule a little lower, but the heavy freight rate here is no inconsiderable item.

Now comes a report from Washington that Canadian potatoes have been banned because of being affected with a disease known as "Powdery Scab." As American buyers have been very active in the West, this may have a tendency to ease prices a trifle, whatever evil effects it may have in other ways. But the crux of the situation is this. There is an actual shortage of potatoes, taking the country as a whole, and it is economic condition rather than any unwarranted profits made by the trade that are responsible for their high cost.

CANADA AND THE EGG

IN the November 11 issue of the *Saturday Evening Post,* of Philadelphia, appears an article on "The Egg and the Pay Envelope." John Mappelbeck has followed the peregrination of the familiar egg over most of the lands of the globe, and it must be confessed in an amusing and interesting manner.

In the course of the article, however, appears a significant paragraph tucked innocently away where it will not appear too conspicuous. One might pass it by, were it not for the deliberate campaign to discredit Canada that has grown up across the line; a campaign born of malevolence and fostered by ignorance. By sly innuendos, innocent in their appearance, Canada is continually being presented to our neighbor across the line as a nation at war, stripped to the last rag of her financial powers.

Even the egg rises up to confound us. Our friend of the Teutonic sounding name assures us that we are shipping our eggs because as a nation we are too poor to pay for them. Here is the innocent paragraph:

> This was shown in a striking way in Canada where the people, to meet the cost of war contributions, have stopped eating eggs to such an extent that our northern neighbor has had a surplus for export to England, almost since the war began.

In what other respects the friend of the "Little Red Hen" has drawn on his imagination for his facts we do not know. But when we are held up to the world as a nation that must do without our morning egg because we are too poor to buy it we rise to protest.

How poor are we? What are the facts? Canada is now exporting at a rate of $173.00 per capita as compared with $63.00 per capita in the United States.

Canada's total exports are more than one-fifth of the United States total. Three years ago Canada had an adverse trade balance of $310,000,000, to-day she has a favorable balance of over $367,000,000. This means that in 1913 Canada was buying abroad at a rate of $86.00 per capita and selling at the rate of $47.00 per capita. In 1916 Canada's sales abroad have risen to $132.00 per capita and her buying has remained at $86.00 per capita. Canada's net gain in foreign commerce alone in this period is over $677,000,000, or about $85.00 per capita.

Surely with these facts facing us we can afford to buy an egg now and then.

No Foundation for Potato Sensation

Rash Newspaper Statements Without Foundation—Dealers Lay Blame on Railways, Claiming Delayed Delivery—Large Number of Cars in Toronto Yards Easily Explained—Cannot Use Box Cars for Storage in Cold Weather.

THE potato is still occupying a good deal of attention from the newspapers of the larger cities. From the Toronto *Star* of Nov. 13, the following headline is culled:

SAYS POTATO MEN BLEED PUBLIC BY HOLDING CARS

The article continues in the same violent fashion: Quoting both G.T.R. and C.P.R. officials as stating that dealers were holding cars on the track waiting for an increase in price. This sort of ill-judged publicity cannot but do harm by upsetting the public confidence in the regular channels of trade. Were there the shadow of real truth in the attack, even this shadow might justify the whole,—but here there is merely a plausible 'suggestion masquerading as the truth.

Dealers Charge Delays

In the Toronto *Star* the railway officials are nameless, their statement cannot be challenged direct. The CANADIAN GROCER'S representative, however, spent some time investigating. W. Patterson & Son, of 86 Colborne St., Toronto, have four cars of potatoes at York. The charges on these cars have been paid a week and the cars ordered placed for that length of time. On Nov. 14 these cars were yet undelivered and Mr. Patterson's men were idle waiting their arrival.

A. A. McKinnon, of Colborne Street, ordered a car placed at Parkdale on Saturday, Nov. 11. On the evening of Nov. 14 this car had not yet arrived.

These instances would seem in a measure to controvert the railway's claim that the wholesalers are holding cars on the track, awaiting a probable increase in price.

Potatoes in Box Cars Subject to Frost

A more weighty argument than these, however, is the fact that these potatoes are arriving in bulk in box cars. In a box car there is very little possibility of protecting the goods against frost, and no wholesaler would be insane enough to leave thousands of dollars' worth of property on the track at the imminent danger of having it ruined by frost any night. The very fact that there are a large number of cars on the track is an indication that the dealers intend to unload them. Were these hysterical newspaper stories true, the speculators instead of leaving carload after carload on the track to take chances of the weather would be warehousing them as fast as possible.

The *Star* in its article claimed 90 carloads on the track. At a meeting of the Toronto Retail Merchants' Association, held on the evening on which this article appeared, H. Harrington, of Toronto, cited the fact that he had in searching for a car of his own, checked over 47 cars of potatoes all billed out of Toronto to different points in Ontario. Even in normal times Toronto's handling of potatoes would be 10 to 20 cars weekly, and these are not normal times. Usually, Toronto would draw upon thousands of bags from adjoining sections that would not come by rail. These sources of supply have now in their turn to be supplied through Toronto.

Freight Conditions Not Normal

Then also railway conditions are not normal. Freight congestion exists in other lines besides potatoes, from whatever cause cars are coming in faster than they can be unloaded, no matter how hard the wholesaler may endeavor to keep abreast of his goods. One dealer may have four or five carloads arrive in one day. It is manifestly impossible for all of these to be unloaded. They have to be sorted, bagged and weighed, more or less specialized work, for which any sort of labor will not do.

Requirements Large—Dealers Stocking Heavily

A little computation will show that a city the size of Toronto will consume at least 50 cars of potatoes weekly, providing they are not received through other sources.

This, too, is the season when grocers are naturally stocking more heavily. Any time frozen potatoes may be arriving and the retailer knows it. There is always a most pronounced increase in sales of potatoes at about this season. A grocer who would usually buy 25 bags now buys 100 and dealers must be provided against this run on their supply.

Then, too, shippers are rushing their stock forward to clear all the loaded box cars before the weather becomes so severe as to make their shipment over hazardous.

As to the matter of prices, the *Star* quotes one wise, but nameless party who laid down potatoes at $1.25 per bag in Toronto.

The cheapest price paid by any wholesaler in the last few months for goods delivered in Toronto was $1.35. These were for early potatoes, showing a high percentage of dry rot. Forty tons of these potatoes were condemned in the city in one month. The percentage in all these cars ran high, so that the price was hardly a fair indication of conditions.

Quotations Nov. 11 of New Brunswick stock F.O.B. Toronto was $2.25; on the 13th the price had dropped to $2.10 for box cars rolling. Later stock loaded in heated cars will possibly go higher even than the Saturday price.

Interesting reading no doubt these newspaper stories, but a little calm thought would convince most people that they are not backed by a basis of fact sufficient to justify their extravagant charges.

TORONTO MERCHANTS MEET

The regular meeting of the Toronto Branch of the R. M. A. was held in the Association rooms, College and Yonge streets, Monday, Nov. 13. Only matters of a routine nature were dealt with.

Some discussion arose as to the attitude of some members of the Toronto City Council.

D. W. Clark was very emphatic in his opinion that the Toronto Branch should endeavor to remove from the Council certain members who were working against the retailer. He considered the comments of some of these aldermen and controllers absolutely unjustifiable. He thought that the Toronto Association should see to it that these men should be kept out of Council next year.

Some discussion also took place regarding the charges of a potato combine in the city. The general opinion of the merchants present was that the charges were made without any real basis of fact behind them.

The Higher Fee

A communication from the provincial secretary was read dealing with the disposal of the increased fee:—$1 was to go to the Dominion Association; $1 to local boards, if any; $4 for purposes of organization, for advertising, and for a financial paper, which was to be supplied to the members. The remaining $4 was to go to the Provincial Association. The communication stated that these terms had been definitely settled at a meeting of the Provincial Executive.

THROUGH OTHER SPECTACLES

"THE BOSS IS AWAY TO-DAY"

From *The Modern Grocer.*

What condition of mind does his absence put you in?

What attitude do you take in fulfilling the days' duties when the head of the house is out of town?

Brushing aside every semblance of sham and standing in the light of the naked truth, what's your program?

Lack of restraint is a wonderful test.

It's a very interesting one.

Character is read, loyalty or disloyalty is disclosed when the boss is off the job.

When the boss is off the job is your opportunity—your opportunity to excel, to stick close and hard and knuckle down to things in dead earnest. The idea of loafing or easing up or for a moment losing interest should be the farthest notion from your mind.

The way to keep the boss off the job is to make it unnecessary for him to be on it.

It follows that service is the key to success and happiness. Disloyalty stunts growth. It narrows you down to the level of a knave. At bottom of all worthy advancement is loyalty, and so long as you transgress this principle your life will be "bound to shallows and miseries."

STORE TALK

From *American Grocer.*

"Carefulness as an Accelerator of Business" was the subject of the weekly bulletin issued by Gimbels' Philadelphia grocery section last week here reproduced:

Railroads keep dispatchers and hundreds of telegraphers busy just to keep trains moving. They are the "mind" of the service movement-control. Just the minute a train pulls out it comes under their sole direction, and stops and passings are regulated by them—there is no time table that they cannot disregard if in the judgment of the train dispatcher an emergency requires it. And their guiding star is carefulness.

The Government has dotted our coasts and harbors with buoys and lighthouses, so that day or night the navigator can follow a safe channel or avoid a dangerous place. Carefulness.

And so endless instances might be multiplied to point the need of carefulness in actions and work.

And in speech equal care should be used that what we say shall be clear and exact and to the point. A careless tongue can do a lot of damage to its possessor as well as to others.

Here's a good governor for the tongue:

Is it true?
Will it do any good to repeat it?
Am I the one to tell it?

The Store System supplies every safeguard for careful and expeditious transaction of business. The system isn't fool-proof—no system can cut out the "human element" if humans have the handling of it, but if carefulness is used things will run smoothly, and the store will get results.

If everybody thinks while doing his or her duties, mistakes will beget carefulness and carefulness is what minimizes errors—it is a business builder, and that is what we are here for.

If you were an employer, would you be satisfied with "any old sort" of service?

Carefulness helps to hold one's job.

ONE WRITER'S VIEWS ON EVILS OF PRICE-CUTTING

From *Modern Merchant and Grocery World.*

A recent writer sums up the evils of price-cutting in the following language:—

Price-cutting tends to steadily lower the quality of goods.

Is destructive of the small retail merchant and manufacturer.

Is a weapon of monopoly, big business and a method of unfair competition by trade parasites.

Lessens the incentive to new development, invention and the initiative.

Price-cutting kills and destroys the benefits derived from advertising and causes the manufacturer to gradually discontinue it.

Kills off the small dealer in country communities; reduces credit ratings; takes away and destroys the good will of producer.

Lessens remuneration to both wholesaler and retailer for distributing the goods.

Price-cutting is the policy of destruction.

Lessened margin leads to poorer service to the consumer.

WHERE WILL IT END?

From *The Canning Trade.*

If you wish to enter a hopeless consideration try to figure out where this advancing price-orgie will end, not in canned goods alone, but in every article on which there is a price, for everything is going up. Consider with every advance in prices the wage-earner must receive increased pay; and with every increase in wages the manufacturer must advance his selling price. It is what is known as a "vicious circle," and therefore apparently without end. But there will have to be an end. There are wage-earners now drawing salaries that are greater than the earnings of many business men, until it is not unusual to meet little business men who complain that they would be better off if working at the bench. What will be the end of this Mississippi Bubble condition in which we now exist? It cannot keep on.

NATIONAL FISHERIES DAY

From *The Fishing Gazette.*

National Fisheries Day will be celebrated this year on Friday, November 24, on which date everyone is asked to partake liberally of shellfish and fish. The announcement is made by Swepon Earle, president of the National Association of Fisheries Commissioners. The idea is a good one, still it would be much better if the date had been set for a day other than a Friday. The sixth day of the week is the one on which fish usually is most extensively partaken of. Why not have fish and shellfish day on Wednesday, November 22, when there would have been a chance for disposing of an additional supply and also for emphasizing the fact that good fish and shellfish can be obtained every day in the week, and not alone on Friday?

DON'T WORRY ABOUT YOUR FOOD—EAT IT

From *American Grocer.*

Stop worrying over your food. The milk may be skimmed; the sausage may contain starch; your buckwheat cakes may be mixed with flour and sweetened with imitation maple syrup. The probability is that they won't be, but even if they were they would still be healthful.

Worry over possible adulteration will do you tenfold more injury than any make-weight or artificial color can possibly do. The craving for food and the enjoyment with which it is eaten helps digestion greatly—the first flow of gastric juice is due to nerve stimulation. The color or taste of food starts its flow. That is why it is called "appetite juice."

Fear and worry over the daily food has a serious depressing effect upon the digestion. Constant thought of any organ is not beneficial to its condition. To be afraid of what you eat, constantly in doubt and always watching for results, is not conducive to general vigor and normal functions.

SUBSTITUTION

From *New England Grocer and Tradesman.*

Substitution is one-sale merchandising, like the dark methods of the patent medicine faker, who from the tail-board of his wagon, offers his marvelous medical discovery, guaranteed to be good for the hair, teeth and stomach, takes the money of his simple-minded auditors and drives away in the reasonable hope that he will never see them again.

The purchaser who asks for a standard article whose quality and character are known and satisfactory, generally wants what he wants when he wants it, and is in no humor to be told that something else is "just as good." However, should the merchant be able to persuade him to accept the substitute, he will probably find upon trial that the article is unsatisfactory.

The customer, induced to accept an unsatisfactory substitute, holds the merchant, not the article, responsible for his dissatisfaction. Had he been allowed to have his way, he reasons, all would have been well; the merchant persuaded him against his own better judgment. He must have done so through ignorance or been actuated by greed, and is therefore not trustworthy.

Of course, a star salesman can sell anything once, but it pays to always sell the customer what he asks for. It retains customers, saves time, increases the turnover and upholds the prestige of the store as a purveyor of articles in popular demand. The resentment the buying public feels toward the substitutor is only natural.

WRITE TO THEM

From *New England Grocer and Tradesman.*

One of the best things you can do is to answer the advertisement of any business house that has a proposition that appeals to you in any particular.

We read of a lawyer of Boston who became wealthy simply because he was a close reader of advertisements, in newspapers and magazines. When he found one that seemed to hold any interest for him he answered it, and in that way he became acquainted with opportunities that other men overlooked.

If it were not for advertising you would not have a trade paper at all, for it costs more than you pay to make and mail to you fifty-two magazines. The additional expense is covered by advertising, and the more the advertising the better the magazine. The amount of advertising depends on the response the advertisers get, and when manufacturers and wholesalers find that you are responsive they will offer more and better buying opportunities, making it all the more worth your time to read the advertisements.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Quebec

Raoul Chartrain, Quebec, has sold the stock of his grocery store.

H. T. Wilson of Groceries Ltd., Toronto was a visitor in Montreal last week.

J. R. Simpson of Chase and Sanborne Coffee Merchants, Montreal, is visiting Toronto this week.

M. F. Goddard, Flour and Feed dealer Waterloo, Quebec, was a business visitor in Montreal this week, on his way to New York.

H. B. Giltrep, formerly clerk with Hermann's Grocery, has opened a store of his own in Point St. Charles, Montreal, at 601 Wellington Street.

Business circles in Bon Secours market, miss the presence of A. St. Jean, Jr. who passed away last week. He was well known as a young man of promise in the fruit trade of Montreal.

Ontario

H. J. Glover, Chatham, has sold his grocery store.

C. M. Mortley, Toronto, has sold his grocery business to M. Snider.

Delphina Kenmore, Toronto, grocer, has sold out to Ernest Hunter.

J. H. Berry, general merchant, Fairshaw, has sold to Chas. Bradley.

L. A. Pascoe, Toronto, grocer, has been succeeded by F. Nethercott.

G. W. Baunslaugh, groceries and provisions, Waterford, has sold out.

J. B. Jennings has opened a grocery store at 630 William street, London.

E. Stephens, grocer, Ontario street, Stratford, has sold to J. J. Gormanly, Mitchell.

M. L. Barnard, grocer, Wharncliffe Rd., London, is discontinuing business and moving to Toronto.

Carkner & McVey, Russell, Ont., groceries, shoes and autos, have been succeeded by H. S. Carkner.

W. H. Moore, formerly general merchant, Stratford, has purchased the general business of J. A. Simkin, Lakeside.

W. B. Holland, formerly general merchant, Rebecca, has opened a grocery store at the corner of Burwall and York streets, London.

C. O. Gardner, grocer, Pall Mall and Maitland streets, London, has moved his stock of fixtures to the corner of King and Ridout streets.

Western Provinces

Albert Hewitt, Winnipeg, has sold his grocery business.

R. H. Irwin, Saskatoon, has sold his grocery business.

A. E. Sapp, grocer, Vancouver, has sold out by auction..

H. D. Charter, general merchant, Foremost, has sold out.

H. O. Shields, Winnipeg, has discontinued his grocery business.

Geo. French, Winnipeg, grocer, has sold his stock to S. Beckman.

CAPTAIN GILBERT NOBBS,

Formerly Canadian representative of the Holbrooke Company, was recently reported dead. Later advice reports him living, though seriously wounded and a prisoner of war in Germany.

Olive A. Piper, Swift Current, has discontinued his grocery business.

Watt Peter, groceries and meats, Transcona, has sold to Matt. Hall.

J. E. Magee, Winnipeg, butcher, has been succeeded by Smith & Masters.

W. H. Olson, Winnipeg, grocer, has been succeeded by Olson & Stefanson.

E. A. Eagle & Co., groceries, etc., Prince George, B.C., have discontinued.

J. H. Creighton, grocer and butcher, Kildonan West, Man., has discontinued.

John Granz, Lancer, Sask., has succeeded C. E. Cramer, in his general store.

Jas. Munro, Ltd., general merchants, Fort George, B.C., are moving to Prince George.

The Sisskind Tannenbaum Grocery Co., Winnipeg, have been succeeded by D. Koffman.

A. J. Freisen, Laird, Sask., has been succeeded by Max Wiebe, in the grocery and drug line.

Cowan Trading Co., Cowan, general merchants, have been succeeded by Parks & Silverman.

Red Deer Trading Co., Drumheller, have made application to change the name to Drumheller Trading Co.

J. D. Dyson, Winnipeg, has accepted the nomination for Mayor. Mr. Dyson is one of that city's pioneer manufacturers in the pickle and vinegar business.

The Robin Hood Mills Ltd., are building a new office in Calgary. The building will be located on the company's property at the southeast corner of Fourth street west and Ninth avenue.

Geo. N. Jackson, Winnipeg, manager for Walter Woods and Co., delivered an address before the Sales Managers' Association, at the Fort Garry Hotel, Winnipeg, on Nov. 15, based on his recent trip to England.

The Northwest Commercial Travelers' Association have passed a resolution to the effect that the solution of the labor problem after the war, will be found in settling returned soldiers on land under government supervision.

The Daughters of the Empire, Fort Garry Chapter, took charge of the store of J. G. Hargrave, Ltd., Main street, Winnipeg, this week, and received five per cent. of all sales. In cases of credit business, if the purchaser took the groceries home herself, the association secured 4 per cent. of purchases.

A. A. Harding, who has for several years acted as resident representative in Western Canada for Reckitts and Sons, Ltd., Hull, England, makers of blues, stove and metal polishes, has been transferred to the home office, and has been succeeded by J. Chambers, who recently represented the same firm in Ireland. Mr. Chambers is making his headquarters with Tomlinson and O'Brien, manufacturers' agents, Winnipeg, who are Western agents for Reckitts and Sons.

Fish Prices Will Probably Advance

British Government Contracting Enormous Quantities for Soldiers in France—Supply Lighter Than Usual—Will Probably See Rapid Advance—Pushing Lesser Known Kinds.

A FISH diet in the past has always been considered the very essence of economy. Even the most patrician of fishes hardly reached the financial value of a small steak. Having had such a pronounced handicap, it is hardly likely that they will reach the fancy figures achieved by pork and beef and other such luxuries, but there has been a very notable advance in fish prices, and, though still probably among the cheapest of foods, they are not as cheap as they were a few short months ago.

The failure of the Eastern herring catch is one of the outstanding causes of this condition, while lake fisheries have been considerably below the output of former years.

Fish in the Soldiers' Menu

But going far enough, as is the case with everything, the great war is brought to the fore. Fish is scarce, because it has been added to the menu of the Canadian soldiers, and is going to be scarcer because it is to be still more extensively used among the fighting forces in Europe.

At present, tenders are being called for by the British Government for a weekly supply to the value of half a million dollars. That means an enormous quantity of fish, more probably than can be provided even by the unequalled fisheries of Canada. A yearly buying at this rate would equal $26,000,000. It is more easy to comprehend the vastness of this order when it is remembered that the total production of all the fisheries of Canada last year was $35,860,708, which at that was an increase of four and a half millions over previous years.

Government buying, even if it does not reach this enormous total, is sure to be heavy, which, in conjunction with the season's light supply, will be likely even further to increase the price of fresh, frozen and dried fish.

Because of this, efforts are being made to popularize some lesser known varieties that are usually wasted. The United States has spent large sums of money popularizing the dog fish under the name grey fish. This variety is plentiful in Canadian waters, as are also skate, monkfish and cod. A large proportion of the catch of these varieties are yearly wasted because no effort has been made to place them in the market. An energetic marketing campaign might help to keep fish prices down.

JUDGMENT IN CHINESE EGG CASE

By a pronouncement of Mr. Justice Carrol, in Montreal, Nov. 6, the city was condemned to pay $500 damages to the John Layton Company.

It was in 1910 that the company first came prominently into the public eye by the importation from Hang Kow, China, of $100,000 worth of eggs in bulk.

The Montreal City Council had these eggs confiscated on the ground that they were unfit for human consumption.

Out of this seizure grew a $58,000 damage suit against the city, which threatens to rival the famous suit of Jarndice vs. Jarndice in longevity.

The rendering of a verdict for $500 damages is the last move in the famous case. Justice Carroll pointed out that it was not that the seizure had itself been considered illegal, but that the method of seizure had caused certain damage to the plaintiffs, that in justice demanded some reparation.

CODFISH FOR ITALIAN ARMY

The Government of Italy requires codfish for its army in the field and is looking to Newfoundland for a supply. There is no doubt that it will get it from this veritable "home of the codfish," for this is the season which marks the flood of salt fish supplies into the harbors of the ancient colony. Indeed, the Italian Government has gone to headquarters, so to speak, for if codfish can be had at all, Newfoundland is the place.

Two Standard Size Barrels in Canada

Many Grocers Unaware of Difference—Nova Scotia Apples Sold in Smaller Barrel—This Should be No Handicap If Rightly Understood.

WHEN you buy a barrel of apples, do you ever stop to question as to its size.

Some days ago in discussing the advisability of buying a car load of Gravenstein apples, the writer casually suggested that being Nova Scotia apples they would be in short barrels. Rather to his surprise he discovered that the grocer did not know there was a smaller barrel used.

There is a standard barrel of course, but there are two standards according to where you live. And your dealer may sell you a barrel that is a peck short in weight, in a time when the peck may mean your profit on a barrel, and yet you will have no ground for accusing him of unfairness.

The standard apple barrel, familiar to all of us west of the Maritimes, is demanded in all of Canada except Nova Scotia. No other barrel may be packed in Ontario or Quebec, under pain of Government prosecution. But in Nova Scotia the standard is different the fish barrel being the accepted criterion. This form of barrel is used entirely throughout that Province. A little shorter, with less of a bulge, and natural rough bark hoops, there is no difficulty in distinguishing between the two barrels.— The barrel making facilities, the wood obtainable and the popular demand for the familiar fish barrel, all had their effect and when the Fruit Marks' Act was passed setting among other things, the standard size of barrel to be used for apples, Nova Scotia was exempted from the clause and permitted to retain the old style barrel.

Before the war the bulk of the Nova Scotia crop went overseas, and it is only of late years that any considerable part of it has been finding its way to the home markets. Now it has come to stay and should be a welcome visitor, for the apples from the Land of Evangeline are among the best grown in Canada to-day. The Nova Scotia Gravenstein, Culvert, King and Baldwin have a deservedly good reputation. Nor should the size of the barrel prove a difficulty, when once it is known and accepted. The standard barrel contains roughly 2½ bushels, and the Nova Scotia barrel is only one peck short of this amount, and is usually sold at a price that more than compensates for the difference. But a knowledge of the difference is essential. If one sells a Nova Scotia barrel on the basis of a standard barrel, the margin of profit will be very lean indeed.

A Separate Fish Department

How Separating Adjustments Aid Business — Keeping Check on a Special Line — Watching the Profit or Loss—The Advantage Found in Raising Salesmanship Standards.

"WE have always kept a separate fish and provision department ever since we opened our store," said F. C. Higgins, of R. Higgins & Son, Yonge street, Toronto. "We keep the department entirely separate from the grocery business. It might be possible to more or less unite the two and save a little in labor, but we do not believe it would be to our advantage. No, we have clerks who handle nothing but fish, for instance. They are in the meat department, but they do not handle meat, and, similarly, with our butchers. They do not handle fish.

"We find this arrangement pays us. There are certain odors to fish that are readily transmitted to other foods, and we think our customers appreciate the fact that we keep our men especially for the work."

It saves time, too, to specialize a man on a line like this. There is no time lost in changing to other occupations. Then, too, the clerk becomes better posted in the customers' needs. This, Mr. Higgins thinks, has a marked influence in achieving results. It also has the effect of more or less keeping the man responsible for the goods — and, with a perishable line like fish, this is of questionable advantage.

More Direct Control

Then, too, separating departments had its advantage in the more direct control it gives. All purchases are charged against this department and a weekly check is taken. With the present high price of fish it seemed to Mr. Higgins that, without some such check as this, it would be impossible to show a profit. Fish is an article, Mr. Higgins explained, that cannot be heavily stocked. Probably the variation from week to week would be between $25 and $50—one week lower and one week higher. So in a general way, it was possible to consider the stock carried over the week end as a constant quantity. It is easily seen, then, that it is only a matter of a few minutes to get a kind of trial balance on the week's sales.

In a line like fish, where the profit depends on quick turnover, such a check has proved almost invaluable. Under this system it is possible to make this department show its fair margin of profit, whereas, without it, the constant wastage that is bound to occur, that end of the business would not be unlikely to show a loss.

This is only another suggestion of the way grocers are systematizing their business, and put them on a sound financial basis.

A Few Testimonials from Readers

R. A. J. Fillion, Embrum, Ont.—The CANADIAN GROCER is very instructive and helpful to us. I could hardly do without it.

H. B. Marshall, Newmarket, Ont.—"Your fall and winter number is a fine edition."

A. B. Goloska, Tough Oak Mines, Ont.—"The CANADIAN GROCER reached me and it's worth an advance in price, when it comes."

Milton W. Ortwein, Hensall, Ont.—"The fall and winter number is certainly well gotten up."

A. S. Chrysler, Brantford, Ont.—"The fall and winter number is the best yet, with none better."

T. J. Belanger, Port McNicholl, Ont.—"Your fall and winter number of the CANADIAN GROCER is a very valuable book, and if studied well is a great help to anyone's business, as well as to his country.

"I am a constant reader of THE GROCER, and I am pleased to say it has made many hundreds of dollars for me."

J. J. Hatley, Orillia, Ont.—"The fall and winter number is great."

B. Grennan, Woodville, Ont.—"Your fall number of CANADIAN GROCER is the best yet. We appreciate it highly and congratulate you on your success."

J. M. Wilson, Elora, Ont.—"The fall number of THE GROCER is, in my opinion, the best ever. It contains much valuable information. I don't see that any grocer can well afford to be without it or in fact any number of the CANADIAN GROCER."

Frozen Fish as a Food

Unfounded Prejudice Against Frozen Food—With Proper Care all Best Qualities Retained—Methods of Using to Get Best Results.

IN many quarters there is a very strong prejudice against the use of frozen fish. An unfounded fear of poisoning from this source is at the back of most of the prejudice, and a feeling that the best qualities of the fresh fish cannot be retained when handled in this manner.

These ideas are quite unbacked by fact. When handled with even reasonable care there is no reason why frozen fish should not retain the wholesome and savory qualities of the fresh fish.

Since so much frozen fish has been used by the Canadian forces at the front, the department in charge has considered it advisable to issue instructions for handling frozen fish. These instructions, as posted in the cook tents, may be of equal service to the dealer in enabling him to allay some of the prejudice that still clings to all frozen food. It is, therefore, reprinted here:

How to Prepare Frozen Fish for Cooking

Keep the fish frozen till ready for use.

Then put it in cold water long enough, but no longer than is necessary to take all frost out.

It will then be ready to cook.

Do not thaw out fish in warm or hot water.

Do not thaw fish out in an oven or by artificial heat.

Do not thaw fish out until ready to cook it.

If the foregoing directions are followed, fresh frozen fish, which is always caught alive and frozen immediately, will be found when thawed out to be as firm and fresh, and of as fine flavor, as the day it was caught.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AN upward tendency is still the keynote in food products. Flour is now well over ten dollars a barrel, the actual quotation being $10.40 Toronto, in car lots. Sugar is slightly easier in the market, due to the lower price paid for raws in New York. All Canadian refiners are again quoting on the same basis, the three refiners who were quoting fifteen cents above the other manufacturer have returned to the lower level. This does not mean that there has actually been a decline in sugar. While sugar was quoted by three refiners at 15c above one other refiner, sales were actually made by all refiners on the basis of the lowest quotation.

Provisions of all kinds are firm. Live hogs hold near the level of last week. New-laid eggs continue to be even scarcer and are quoted 2c to 5c per dozen higher. Butter inclines to higher levels. Cheese advanced a half cent per pound. Pure lard and compound lard went up a half cent. Owing to the big demand for cottonseed oil used in compound lard there has been a firming tendency. There has been a big demand for fats and oils of all kinds and in the face of easier prices for live hogs lard has been advancing.

Fancy Barbadoes molasses is firm and higher in price. Evaporated apples advanced during the week. All dried fruits are firm in price. Some Australian currants are being brought into the Toronto market. Beans are at high levels, with advances recorded during the week. Considerable quantities of foreign beans are being brought in. Canned salmon in certain brands are higher in price.

The Canadian market has absorbed large quantities of American canned goods. It is conservatively estimated that over 45,000 cases of American canned goods arrived at Montreal during one week. Wholesalers are this week asking higher prices for canned tomatoes than they were last week. For a couple of weeks following the announcement of the opening prices, some wholesalers circularized the trade, offering some lines of canned goods at about 15c doz. below the opening price announced by the canners.

Business in nearly all grocery lines has been good. Wholesalers are experiencing difficulty in getting supplies to meet the demand.

QUEBEC MARKETS

MONTREAL, November 14.—Butter, eggs, cheese, and lard both pure and compound are all up in price this week. The six cent egg, and the $12 barrel of flour loom in sight. Flour shows a further increase in price over last week's highest quotations, and promises to go still higher. Cereals show considerable firmness in line with wheat products. While molasses can still be bought at prices as quoted last week there is great firmness in this product, and some wholesalers are asking a cent more per gallon than the figures quoted. It is expected that this will be general next week, and molasses prices will be much advanced before Christmas. Corn syrups are in great demand in consequence. Canned goods are in brisk demand in spite of high prices, and for canned tomatoes (2½s) the wholesale trade is asking $2.25 per dozen. A rough and conservative estimate puts the importation of canned goods into Montreal from Maryland at about 45,000 cases, and probably more, but the market expects that this will either stop owing to the prices asked for the American product or that prices will come down. Amongst miscellaneous lines an advance of ten cents per lb. is recorded for white gelatine the 'silver leaf' variety being now quoted at 75 cents instead of 65 cents per lb. Apples are firm, and an advance is noted in evaporated apples, while shelled walnuts also are up in price.

Sugar Prices Are Steady and Firm

Montreal

SUGAR. — Once again the market records further firmness as regards raw cubas at New York, and still the local prices for sugar remain steady at the quotations of last week but with a tendency towards firmness. It is possible that the $8.00 figure may be again the basis if stocks of raw cubas in the hands of the refiners show the dwindling tendency too markedly. At present, however, the refiners are disposed to let the holders of raws hold on at their own figure, and unless demand increases for the refined product prices will maintain as quoted for sugar to the retail trade in Montreal. At time of writing demand for sugar was reported quiet, and this would tend to hold prices at the levels of last week.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 90
20 lb. bags	8 00
2 and 5 lb. bags	8 20
Extra Ground Sugars—	
Barrels	8 25
50 lb. boxes	8 45
25 lb. boxes	8 65
Yellow Sugars—	
No. 1, 100 lb. bags	7 50
Dark yellow, 100 lb. bags	7 30
Bright coffee, bbls. only, cwt.	7 75
Powdered Sugars—	
Barrels	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Paris Lumps—	
100 lb. boxes	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Crystal Diamonds—	
Barrels	8 50
100 lb. boxes	8 60
50 lb. boxes	8 70
25 lb. boxes	8 90
Cartons	9 30
Half cartons	10 30

American Canned Goods Still Come

Montreal

CANNED GOODS.—The situation as to canned goods from the point of view of the Canadian producers is unchanged from last week. A large quantity of canned goods from the United States has been absorbed by the Canadian market. One firm of brokers alone placed about 20,000 cases between Quebec and Western Ontario. It is conservatively estimated that into Montreal alone there must have come over 45,000 cases of American canned vegetables during the past week. Market opinion is that prices for the American goods should

show a downward trend before long. It has been costing about $2.10 per doz. to lay down Maryland canned vegetables in Montreal, and this is considered quite high enough for chances of profitable business. Wholesalers' price on 2½ lb. tins of tomatoes (Canadian) to the retailer are given this week at $2.25 per doz. (an increase upwards of 35 cents since last quotes). An advance of 2½ cents per doz. is noted also in canned blue-berries which are now quoted at $1.00 a dozen. In every direction demand for canned goods even at the enhanced prices is reported to be exceedingly active.

Shelled Walnuts Are Higher in Price

Montreal

NUTS.—There is an advance in prices of shelled walnuts this week, these are now selling at from 42 to 44 cents per lb. for the old crop walnuts, and it is predicted that new crop shelled walnuts will be selling at from 45 to 47 cents per lb. when they arrive on the market. The French embargo having been lifted supplies are expected shortly. There are some Manchurian walnuts still on the market but these are quoted at very low prices as it is claimed the quality does not compare at all with the French or California product. Better qualities may arrive later from Manchuria, but meantime the Japanese importers who handle these lines have withdrawn prices. Other nuts are as quoted last week.

Almonds (Tara), per lb.	....	0 19
Brazil nuts (1916 crop), per lb.	0 21	0 22
Filberts (Sicily), per lb.	0 18	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	....	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 18
Walnuts (Bordeaux, shelled)	0 42	0 44

Beans and Barley Are Up in Price

Montreal

DRIED VEGETABLES.—Beans are still very firm due to scarcity, and there are no prices yet for Japanese beans. Efforts made to place good orders for these have not been encouraged, and no reason is so far available as to the withdrawal of prices on this product. Peas are in firm market, and the American market has been clamoring for supplies of split peas from Canada at as high as $6.15 per bg of 98 lbs. in carload lots. White Canadian beans are up to $6.60 and $6.75 per bushel an advance which has been predicted in CANADIAN GROCER. Barley is considerably firmer, and reported to be very scarce on the market.

Beans—		
Canadian 3-lb. pickers, per bushel	....	6 75
Canadian hand-picked	....	7 50
Canadian 7-lb. pickers	....	6 60
Yellow Eyes	....	6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	....	6 50
Barley (pot), per bag 98 lbs.	....	5 00
Barley, pearl, per bag 98 lb.	....	6 50

Evaporated Apples Show an Advance

Montreal

DRIED FRUITS.—Opinions of wholesalers on new shipments of California dried fruits now coming in, are that the crops have had quite their share of trouble. Qualities are not remarkably good, though perfectly marketable and in view of the shortage and demand, quite welcome. Shipments are still sparse, and the growers have been reluctant to quote prices on any large consignments enquired for. Evaporated apples show an advance and are now quoted at 12 cents a pound. Quotations for old stock had been as low as 9 cents recently. The whole market for dried fruits is in a firm state, and when California growers show their intentions as regards prices some further advances may be noted. Demand is reported exceptionally active now towards expected Christmas season trade.

EVAPORATED FRUITS.	Per lb	
Apples, choice winter, 25 lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 26
Lemon	....	0 23
Orange	....	0 24
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, 1-lb. pkgs.	....	0 10
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15½
50 to 90, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 05	0 09½
Spanish (new), mats e,pr mat	....	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Rice in Demand Tapioca is Firm

Montreal

RICE AND TAPIOCA.—There is a brisk demand at present for rice, owing no doubt to the fact that as a food product in the grain line its price is still moderate, and its value in nutrition very high. Restaurants are featuring rice to a considerable extent on their menus, and domestic demand is very active. Tapioca is scarcer and keeps firm in price. New shipments from the Straits are expected, but these are not large, and the outlook is for firmness in tapioca.

Rangoon rice, per 100 lbs.	4 30
Carolina, per 100 lbs.	7 00
Patna (fancy)	7 50
Patna (good)	6 50
Tapioca, per lb.	0 09½

Outlook for Spices Is Rather Firmer

Montreal

SPICES.—The briskening business in spices which has become noticeable of late continues this week, and though there are few price changes to record still the market is firming up a little. Spices are becoming scarcer as regards spot stocks, and by no means large importations are being made to replenish these. Already peppers, nutmegs, and seeds show the firmer tone. Cloves are unchanged. Gingers are average in demand and prices. Carraways advanced six cents in the New York market which advance was noted in Montreal and is due to the shortage of stocks on this side of the Atlantic, and the Dutch embargo. All seeds and herbs are said to be coming into a firmer market owing to shortage.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	——	—0 35
Cloves	0 30—0 52	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	——	—1 00
Nutmegs	0 45—0 45	—0 45	—0 90
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	——	——
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Molasses and Corn Syrups in Demand

Montreal

MOLASSES AND SYRUPS.—While prices for molasses are still unchanged from those quoted last week, there is a growing scarcity of this commodity on the market, and a corresponding firmness of market for it. Corn syrups also are in very firm market, with plenty of demand, and evident rapid consumption. Glucose, too, is in active demand and strong market.

	Prices for Fancy, Island of	Choice, Montreal.
Barbadoes Molasses—		
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾

Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Oysters Among the Low-Priced Foods

Montreal

FISH.—There is not much change in the prices of fish this week. The fresh fish trade is just about as good as could be expected, and some frozen fish is replacing the lines of fresh fish that are beginning to give out, as happens every year at this season. Demand for pickled and salt fish is quite brisk, and a big turnover will take place from now on till close of navigation. Prices of all kinds of fish foodstuffs have not any inclination to go down, and a good many of the lines will certainly advance. The trade in bulk and shell oysters is very good, and these are comparatively low in price.

SMOKED FISH		
Haddies	0 10	0 12
Haddies, fillet	0 10	0 14
Digby herring, per bundle of 5 boxes	....	0 80
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		8 00
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		15 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		12 00
Mackerel, No. 1, per bbl.		20 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, meduim and large, lb.		0 50
Prawns, Imperial gal.		2 25
Shrimps, Imperial gal.		2 25
Scallops		2 50
FRESH SEA FISH		
Halibut		20
Haddock, fancy, express, lb.		7
Mackerel, (med.) each		16
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Flounders		7
Salmon, Western	17	—18
Salmon, Gaspe	18	—20
FRESH LAKE FISH		
Pike, lb.		0 10
Perch		0 10
Whitefish, lb.		0 15
Herrings, lb.		0 06
Lake trout		0 13
Eels, lb.		0 10
Dore		0 13
Smelts		0 13
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00

Tea Market Keeps Firm and Steady

Montreal

TEA.—In all respects the market for tea remains as described last week. There is a firmness apparent in all lines, and especially the lower grade Japan and China teas. Deliveries are still being made of these under early season's contracts, and so far there has been no special call for extra supplies. The market for black teas shows steady and firming tendency, and there is some indication throughout the Dominion of a better demand for teas. Tea merchants are in the main optimistic. Prices are unchanged.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee is Quiet Scarcity of Containers

Montreal—

COFFEE.—Still the market for coffee remains inert and uneventful, but there have been hints in the primary markets that possibly prices may go a shade higher. Winter consumption of coffee in Canada continues to increase, but the greatly increased prices of containers, such as cans, is causing distinct difficulty to manufacturers, and may yet become a factor in increasing prices for the special lines of coffees affected. Merchants of coffee are watching with interest the effects of prohibition laws in the Dominion, as it is one of the views of the coffee trade that good grade coffees as a beverage are a sane substitute for fiery stimulants.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Potatoes Firm: Apples in Demand

Montreal

FRUIT AND VEGETABLES.—Potatoes remain firm this week at from $2.10 to $2.15 a bag. Difficulty is caused on the markets by the fact that bags vary so much in size, and many apparent bargains in potatoes dwindle in satisfaction to the buyer when the exact weight of tubers in the bags becomes known. Bags are in size from 70 to 80 and 90 lbs., and prices quoted are for the 80-lb. bag as far as any standard can be made for this size. All lines of vegetables are firm priced now and scarcer. Local cucumbers are off the market, but U. S. hothouse cubes at about $1.50 doz. are expected. U. S. wax and green beans are up in price, the wax quoting at $4 a basket and the green at $3.50. Leeks are coming more plentifully at $1.50 to $2 dozen. In fruits, the apple holds the field for demand. McIntosh Reds, Fameuse, Baldwins and fall apples are selling at prices from $3 to $6.25 a barrel. St. Lawrence apples are off the market now.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	....
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
Basket peaches	....	0 50
	No. 1	No. 2
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....

Brussels Sprouts, per doz. bunches	....	1 00
Cauliflower, per doz. bunches	....	2 00
Celery (N.Y.), per crate	....	5 00
Onions, red	....	2 50
Onions, Spanish, per crate	....	5 75
Potatoes, per bag (80 lbs.)	2 10	2 15
Carrots, per bag	....	0 75
Beets, per bag	....	0 75
Parsnips	....	1 00
Lettuce, Head, doz.	....	0 75
Lettuce, Curly, doz.	....	0 40
Lettuce, Romaine, doz.	....	1 00
Tomatoes, hothouse, lb.	....	0 25
Horse Radish, per lb.	....	0 20
Cabbage, doz.	....	0 75
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	1 50	2 00

ONTARIO MARKETS

TORONTO, Nov. 16.—The tendency of prices is towards still higher levels. Business in the grocery trade has been good during the week, the greatest difficulty being experienced on the part of wholesalers to get sufficient supplies to meet the needs of their trade. Flour advanced another 20c on the amount recorded last week. This makes Manitoba first patents at the time of writing $10.40. Sugar is holding steady, although the raw market at New York is somewhat easier. Locally the demand has not been large, except from certain candy, gum and drug manufacturers. Barbadoes molasses is higher in price, and still higher levels are looked for. Teas are again up in the London market. Locally dealers have not advanced their prices as yet to any extent. Evaporated apples are up in price, and will be scarce this year. Tapioca continues to be a scarce article, with none available in the primary markets, except some light stocks held in London. Foreign beans are being brought into the local market in considerable quantities. Prices for these are high. There was a firming tendency in certain grades of canned salmon. New-laid eggs are still higher, and there was a firmness in butter.

Demand for Sugar Light Except by Manufacturers

Toronto

SUGAR.—The demand for sugar has been light during the past week. Some refiners, however, report a good demand from manufacturers of candy, gum and certain drugs. The market is easier in tone. The Atlantic, St. Lawrence and Acadia Companies returned to the basis of the Canada Sugar Refining Company's quotations on November 9, which was 15c under the three former companies. The quotations of the three first refiners, however, has been only nominal since their issuance, as business was accepted quite generally at the lowest quotation. While raws in New York are down ¼c per pound, there is not much

business in them, as refiners do not seem inclined to come into the market. Statistically the position is strong. The total stocks in all hands on November 8 was estimated at 59,999 tons, as compared with 150,814 tons at the same period last year. Meltings by refiners during last week were 42,000 tons, which shows a decrease of 11,000 tons from the previous week. Exports of raw sugars since the 1st of January have been almost double those of last year, the figures being 343,211 tons for 1915 up to November 11, and 632,742 tons for the present year up to November 9. The heavy export accounts largely for the high price of sugar at the present time. American beet sugar is now in the market, and is competing at points as far west as Buffalo. This is having a steadying influence to keep prices down.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 98
Acadia Sugar Refinery, extra granulated	7 88
Yellow, No. 1	7 58
Special icing, barrels	8 33
Powdered, barrels	8 13
Paris lumps, barrels	8 60
Assorted tea cubes, boxes	8 60

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated: 15c per 100 lbs. in 10 lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Molasses Advanced; Big Consumption for Rum

Toronto

MOLASSES AND SYRUPS.—There has been an upward tendency locally in molasses prices. There has been an extra heavy demand for the article for the purpose of making rum for the troops. Prices are high, and there seems little prospect of lower prices between now and the time the new crop comes in. Wholesalers are now quoting fancy Barbadoes at 75c per gallon, which represents an advance of 11c over recent quotations. West India holds at former quotations. Corn syrups hold steady, as also do the cane syrups.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2 lb. tins, 2 doz. in case		3 25
Cases, 5-lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, lb., 5¼c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 75
West India, gal.	0 40	0 43

Canned Salmon Makes Another Move Upward

Toronto

CANNED GOODS.—There was a firming tendency in chums and pink varieties of canned salmon during the week, and the former are now quoted up as high as $1.45 in 1-lb. talls and up to $1.65 for 1-lb. talls in pinks. In certain quarters there was a move upward in canned tomatoes, some of the lower-priced article having disappeared. Quotations ranged as high as $2.40 per dozen for 2½'s. The canned goods situation continues to be an acute one, with no prospect for any easier prices until new packs begin to come in again. That time is a long distance ahead. The situation as it has prevailed locally, is a complicated one. It is explained elsewhere in this issue.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1 lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2's	2 02½	2 40
Peas, standards	....	1 35
Corn, 2's, doz.	....	1 50
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins	1 70	1 75

Teas Still Higher in London Market

Toronto

TEAS.—Cable advices from London on Tuesday stated that all grades of Indian teas advanced 1c per pound in the tea auction on Monday of this week. This makes an advance of 2c per pound in all grades of these teas within the past two weeks. Assams were quoted even higher than the other grades, the advances recorded being from 1c to 1½c per pound. Supplies of teas in Canada up to the present have been light. There has been an inclination to hold off buying, expecting that lower teas might come in. Indications are all toward prices in teas. Locally Pekoe souchongs have firmed in price, and are quoted from 24c to 27c.

	Per lb.	
Pekoe Souchongs	0 24	0 27
Orange Pekoes	....	0 28
Broken Pekoes	....	0 30
Broken Orange Pekoes	....	0 32

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

PAPER BAGS RECORD ADVANCES

Manufacturers of paper bags of all kinds have within the past few days advanced the price considerably. On the Manila bags the discount has been changed from 30 per cent. off list to 20 per cent. off. On the kraft and white grocery bags the lists have been advanced 50 per cent. and the discounts changed. On the old lists the discounts were 15 per cent. On the basis of the present lists the discount is 35 per cent. on kraft and 25 per cent. on the white grocery bags. This represents an advance of approximately 30 per cent. The high price of paper of all kinds and the difficulty to get the raw materials is stated to be the reason for the advance.

Coffee Market Not in Active Condition

Toronto

COFFEE.—Stocks of coffee continue to accumulate at primary points and afloat to the United States. They are now much heavier than they were at this time last year. Stocks in Europe are practically nil and higher coffee is eventually considered a certainty. But the problem arises as to how soon the channels of trade will be opened again to these consuming countries. It will certainly not be until after the war. The end does not seem to be a measurable possibility as yet. Locally prices have held steady without any change being recorded.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Ginger Stocks Are Low; Prices Firm

Toronto

SPICES.—Local spice men are experiencing difficulty in getting ginger supplies. There is a scarcity of the article in the primary markets, and this has helped give a firmness to prices to the extent of 5c per pound. The tendency is toward still higher prices for nutmegs, although local dealers have not as yet recorded any advances. Peppers are also in a firm market, but here again no changes have taken place locally. Carraway seed is still in a very firm market, with very high prices being paid at primary points.

	Per lb.	
Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger	0 30	0 35
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole	0 40	0 60
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 40
Cream of tartar	0 50	0 51

Evaporated Apples Higher and Scarce

Toronto

DRIED FRUITS.—Evaporated apples have advanced in price, and are now quoted 10c to 10½c per pound, as compared with recent quotations of 8½c to 10c. One well informed broker stated there would not be enough evaporated apples to supply the needs of this part of the Dominion. He estimates there will not be more than half an average crop of evaporated apples. The apple crop this year was small, and there was too big a demand for fresh apples to make it possible to turn them into the evaporated fruit. It is not expected that there will be any evaporated apples imported into Canada from the United States in the Easter section, although it is thought the West will in all probability take some of the imported article. Prunes are holding steady in price at quotations of last week. Dates will

be high in price, and are expected to reach the local market the latter part of this month. It will cost around 9c to 10c per pound to lay them down in this market, as compared with 5c and 6c formerly. Coming as they do from Persia, there are many conditions that have helped send prices upward. Some Australian currants are being brought into this market, which is practically a new condition so far as the Eastern market in Canada is concerned. This fruit has been sold in the West heretofore. The fruit is high-priced, and would have to go to the retail trade around 22c to 24c.

Apples, evaporated, per lb.	0 10	0 10½
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 18½	0 20
Patras, per lb.	0 20	0 22
Vostizzas, choice	....	0 22
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 90	4 25
Prunes—		
30-40s, per lb.	....	0 15½
40-50s, per lb.	....	0 12¾
50-60s, per lb.	....	0 11¾
60-70s, per lb.	....	0 10¾
Peaches—		
Choice, 50-lb. boxes	....	0 11
Stds., 50-lb. boxes	....	0 10½
Fancy, 25 lbs., faced	....	0 13
Raisins—		
Valencia, Cal.	0 08½	0 10¼
Seeded, fancy, 1-lb. packets	....	0 12
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	....	0 15

Chestnuts Have Had Ready Sale

Toronto

NUTS.—There has been a ready sale for chestnuts this fall, and some commission men report their stocks already low. They have been somewhat smaller in size this year than in an average good year, but the quality has been good. Some of the walnuts due from France are reported to have left that country in time for distribution in this country for the Christmas trade. Peanuts are firmer in price, being quoted to a higher range than at last week's figures. They are quoted from 11c to 14c, according to quality.

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	....	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck	....	2 50
Peanuts, lb.	0 11	0 14

Singapore Tapioca Still at High Levels

Toronto

RICE AND TAPIOCA.—Local importers received further advice during the past week that they will be unable to get Singapore tapioca. The only supplies of this tapioca available at the present time are those held in London. Quotations for this stock continue high, the cost laid down here being in the neighborhood of 9½c per pound. Importers at the present time have practically no supplies of Penang tapioca either. Rice holds steady, with very little Patnas and Java to be had.

Rangoon B, per 100 lbs.	4 50	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	5 50	6 00
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 09½	0 10½

Heavy Importations of Foreign Beans

Toronto

BEANS.—There have been some heavy importations of Indian and Japanese beans recently. One broker in this city alone recently completed a purchase of thirty car loads of Rangoon beans. There were in all 4,666 bags to the shipment. Considerable quantities of Japanese beans are also being brought in. The bean crop in Ontario is estimated at about half a normal crop by one well-informed authority. The quality, however, is stated to be exceptionally fine. Dry weather was conducive to the development of the bean without having to run the gauntlet of the blight known as anthracnose. "Prices of beans are high now, and I am of the opinion they have about reached their limit in the upward tendency," stated the broker in question.

Ontario, prime, per bushel	5 50	6 00
Rangoon, per bushel	5 00	5 25
Japanese, per bushel	....	6 00
Limas, per pound	....	0 09

Package Cereals and Cornstarch Steady

Toronto

PACKAGES.—Demand for all package cereals continues fairly good. Prices remain unchanged, although the market is firm in view of the high price for oats and corn. Cornstarch and starch are also in good demand and at steady prices.

Cornflakes, per case		$2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 50	4 85
Shredded wheat, case		3 00
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.		0 07
In 1-lb. cartons	....	0 08½

British Columbia Crabs in Market

Toronto

FISH AND OYSTERS.—The first consignment of British Columbia crabs reached local wholesalers during the week. These crabs are reported to be of fine quality, with a good demand. They are quoted at $2.50 per dozen. Whitefish is coming to the market in uncertain quantities—some days there are good supplies, while other days have meagre supplies. Lake Erie whitefish is one of the popular fresh water fish commodities at present, although not in large supply. The frozen article fills up the shortage. Supplies of frozen salmon and halibut are now taking the place of the fresh article. Oysters have been in good demand during the week, the colder weather stimulating the sale. Haddie fillets are easier in price, and are quoted at 12c. Digby herring in bundles of five boxes are slightly firmer in price, being quoted at $1.25. Fancy haddock is also easier in price by 1c per pound. Steak cod is quoted ½c under last week. Frozen whitefish are slightly easier, and are quoted at 12c to 13c. Herrings are slightly firmer at 6c to 7c.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	....	0 12
Digby herring, bundle of five boxes	....	1 25
Smoked boneless herring, 10-lb. box	....	1 50
FRESH SEA FISH.		
Halibut, frozen	0 15	0 15½
Haddock, fancy, express, lb.	....	0 08
Steak cod, fancy, express, lb.	....	0 10
Codling, per lb.		0 08
Flounders, Maritimes		0 08
New York		0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 11	0 12
Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel	....	8 50

American Apples in Boxes Reaching Market

Toronto

FRUIT.—American apples in boxes are being sold on the local fruit market at the present time. The Jonathans and Rome Beauty are quoted at $2.25 per box. Some Florida oranges are being sold at $4.25 to $4.50 per box. Late Valencies are slightly easier in price, being quoted at $4.75 to $5. Florida grapefruit, on the other hand, is firmer in price by 25c per case. Italian lemons, the Messinas, are on the market, and are selling at $5 to $5.50 per case. The California lemons are quoted from $6.50 to $7 per case. About the only Canadian fruit coming to the market at the present time are apples. These are quoted from $3 to $5.50 per barrel. Some fine samples of King apples from Nova Scotia found ready buyers. A few Ontario pears and basket apples continue to reach the market, but of inferior quality.

Apples, basket	0 25	0 50
Barrel	3 00	5 50
Boxes, American	....	2 25
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	3 00
Cranberries, bbl.	9 00	10 00
Boxes, 28-qt.	3 00	3 25
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	5 50	6 00
Floridas, case	4 25	4 50
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33 lb. drums	....	5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case	....	4 00
Lemons, Cal., case	....	7 00
Messinas, case	5 00	5 50
Pears -		
California, case	....	4 00
Pomegranates, case	....	4 50

Vegetables Reaching Market in Good Supply

Toronto

VEGETABLES. — Vegetables from Ontario producers have been reaching

the market in fair supply during the week. Intimations of winter weather apparently have had the effect of making the farmer turn in his stocks. Demand, however, has been only fair. New Brunswick potatoes are holding firm at $2.25 to $2.35 per bag. Ontario potatoes are quoted slightly higher, and at the time of writing were selling at $2.15 to $2.25 per bag. The New Brunswick potatoes continue to occupy the centre of attention. Some fairly large shipments of British Columbia potatoes have come into the market. These are quoted at $2.10 to $2.25 per bag. New Jersey sweet potatoes are easier in price, being quoted at $1.50 to $1.75. Thedford celery is being quoted at $4.75 per case, beets at $1.35 per bag, and yellow turnips at 75c to 90c per bag.

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	....	1 50
Carrots, bag	1 25	1 35
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	....	4 75
Mushrooms, 6-qt.	2 00	2 25
Onions—		
Spanish, crate 120 lbs.	4 75	5 00
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	....	3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 35
Sweet, New Jersey, hamper	1 50	1 75
Ontario, 90-lb. bags	2 15	2 25
B.C., 90-lb.	2 10	2 15
Parsnips, bag	....	1 50
Watercress, 11-qt.	0 25	0 50
Parsley, 11 qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 75	0 90

MANITOBA MARKETS

WINNIPEG, Nov. 14.—The past week has been full of sensations as regards the turns of the wheat market, advance on advance being recorded, until a high record for all was reached, when wheat went over the $2 mark. Flour, as a matter of course, has gone up with wheat, and is now quoted at $10.20 per barrel for best patents at the mills. This puts the retail price at a very high figure in remote country districts. Bread, which is handled by all city grocers, remains for the present unchanged, as the bakers have contracts for flour at much lower prices than those now prevailing.

The milk supply has got into a confused condition owing to a strike of the teamsters early last week on one of the milk companies. Early in the week the company announced that scarcity of milk compelled it to cease delivery to stores, but it would continue delivery to customers. At the end of the week, owing to the strike, it announced it would deliver to stores, but not to customers. The whole matter has caused much inconvenience to the trade.

The provision market is very firm and advancing in all lines, lard having had a boost of 1½c per lb. Packers hold out no encouragement in the way of future reductions, claiming that the supply of hogs in the West is not equal to the demand.

Advices from Ottawa tell of steps being taken to prevent further advances of foodstuffs.

The Christmas feeling is already in the air and several stores are making features of mince meats, dried fruits, peel, etc. It is tacitly understood that these lines will hold steady at present prices until the close of the year. The markets for all dried fruits are exceptionally firm, the California fruit crop being much below average and Mediterranean supplies practically unprocurable.

Sugar Steady at Last Week's Basis

Winnipeg

SUGAR.—Sugar is steady at last week's basis of $8.50 for standard granulated. Locally the demand is likely to increase appreciably during the next month, but, of course, Eastern conditions will rule the market. The heavy Cuban crop may eventually cause an easier situation.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (109-lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 65
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 25
Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, ½ doz.	3 71
20s, per case, ½ doz.	3 72
½ barrels, cwt.	5 50

Winnipeg

SYRUPS.—The high price of corn keeps the syrup market very firm, and there is no probability of declines.

B.C. Cane Syrups—	
2-lb. tins, 3 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20 lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
Barbadoes, ½ bbls., per gal.	0 72
New Orleans	0 47

Dried Fruits May Stand for Present

Winnipeg

DRIED FRUITS.—The market is very firm. Reports of a much below the average Californian crop are confirmed, while supplies from Mediterranean sources are practically unobtainable. It would seem that even higher prices than those now quoted must be reckoned with eventually. There is no change to report from last issue, and it is probable that present prices will hold to the end of the year.

Dried Fruits—		
Pears, choice, 25's	....	0 14½
Apricots, choice, 25's	....	0 18½
Apricots, choice, 10's	....	0 19
Peaches—		
Choice, 25-lb. boxes	....	0 09
Choice, 10-lb. boxes	....	0 09¾
Currants—		
Bulk, cleaned	....	0 17
16-oz. pkgs., cleaned	....	0 15
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 12-oz. pkgs.	....	0 09
Raisins, California—		
16 oz. fancy, seeded	....	0 10½
16 oz. choice, seeded	....	0 09¾
12 oz. fancy, seeded	....	0 08½
12 oz. choice, seeded	....	0 08
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08⅞
3 crown, loose, 50's	....	0 08½
Raisins, Cal. Valencias—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Prunes—		
90 to 100, 25s	....	0 08
50 to 60, 25s	....	0 10¼
Peels—		
Orange, lb.	0 17¾	0 22
Lemon, lb.	....	0 21
Citron, lb.	....	0 25

Potato Prices Are Still Advancing

Winnipeg

VEGETABLES.—With the advent of colder weather, potatoes have advanced, and the market is very firm. Heavy export sales of Manitoba vegetables of all kinds have featured the past month, and the quantities of Manitoba potatoes, cabbage, and field roots that have gone South have been very considerable. There is no doubt but what British Columbia potatoes will have to be relied on for future supplies.

Manitoba potatoes, 10-bushel lots	....	0 90
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg	0 70	0 75
B.C. potatoes, carlots	....	0 85
Carrots, bushel	....	0 75
Turnips, bushel	....	0 60
Onions, per cwt.	....	2 50
Cabbage, per cwt.	....	1 50
Cauliflower, per doz.	....	2 00
Imported mushrooms	....	0 90

Citrus Fruits Decline But Apples Scarce

Winnipeg

FRUITS.—Ontario apples are so scarce as to be practically off the market. Oranges, lemons and grapefruit are cheaper, and likely to steadily decline. Malaga grapes are now coming in, and will take the place of other lines.

Oranges, Navels, case	....	6 00
Lemons	....	7 00
Grape fruit	....	6 50
Emperor grapes, kegs	....	5 50
Malaga grapes, kegs	7 50	8 50
Ontario Greenings	....	6 00
Ontario Spies	....	7 00
Ontario Baldwins	....	6 00
N.S. Kings	....	4 75
B.C. box apples	1 65	2 50
Cranberries, bbls.	....	11 00

Fish Firm in Price; Good Demand

Winnipeg

FISH.—Whitefish prices are firm, and the market is now supplied from freezing plants until the reopening of the season. Oysters are in good demand. Other lines steady and market well supplied.

Oysters, Imperial gallon	$2 75
Whitefish	0 09½
Salmon	0 16
Halibut	0 15
Lake trout	0 12½
Fresh cod	0 12½
Smoked goldeyes	0 50
Kippers, boxes	2 00
Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 00

WEEKLY MARKET REPORT

(Continued from page 38.)

to 12 cents; candied peels advanced two cents, citron is now 26c, orange and lemon 23c; shelled walnuts show six cent rise, and are now 45 to 48 cents; sardines have advanced to $4.60 case.

Flour, No. 1 patents, bbls., Manitoba		11 40
Ontario		10 45
Molasses, extra fancy, gal.	0 60	0 61
Rolled oats, bbl.		7 75
Beans, white, bush.		6 25
Beans, yellow-eyed		7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23½	0 24
Butter, creamery, lb.	0 40	0 45
Lard, pure, lb.	0 20½	0 21
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 37	0 40
Tomatoes, 3s, standard case		4 70
Corn, 2s, standard case		3 50
Peas, 2s, standard case		2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	5 75	8 75

The Automobile and the Country Store

New Conditions in Country Trade—How One Man Met the Situation — A Paying Proposition Made Out of an Ice Cream Parlor.

THE automobile is becoming more and more a disturbing factor in the retail business throughout the country sections. The good old days when the farmer would harness old Jerry after the day's work, and hie him to the grocery store for an hour's social intercourse, and to supply his daily needs, are of the past. No longer does Jerry spend a meditative hour chewing the tie post at the country store. He stays comfortably at home, while his master throws the miles behind him in his 60-horse power car. Yes, the advent of the car has become a very considerable factor. In the good old days, the young folks for their amusements and the old folks for their needs were more or less tied down to one particular spot. With the advent of the car, their field of activity is immeasurably enlarged. If they can't find amusement and entertainment, or any of the things they need, they can go further afield in search of it. This undoubtedly has tended to a better service on the part of the country general store.

Meeting the Situation Half Way

J. W. Heaslip of Lansdowne, has come face to face with the problem. Lansdownes inhabitants are numbered in hundreds and it's not necessary to stray into the fingers of the second hand in totalling them up. But cars are more plentiful than dogs, and at night time it behooves you to step lively in crossing the quiet streets.

Mr. Heaslip has had the unpleasant experience of watching these parties drive past his door—Drive past where they used formerly to stop. And it dawned upon him that a new order had arrived. The idea suggested itself to him also, that mainly these parties were going no where, and that a rendezvous was one of their greatest needs, some place attractive enough to keep the young folks at home or to bring them back to spend their money

So he added an addition to his store and installed a modern soda fountain in a prettily decorated ice cream parlor. A side door communicates directly with the store, an always open suggestion.

It was a simple idea this playing the ice cream parlor against the automobile, but it worked wonders, according to Mr. Heaslip. Not only did he reap a nice profit from the new venture itself, but he kept his customers under his own roof. They remembered other needs and the conveniently open door was an invitation. In this way not only was a new business built up, but an old one was given new energy.

The automobile has come to stay, and is coming more and more every day. It is the wise man now who seeks to shape the new factor to his own ends.

A Grocery Store with a Garden

Adding a New Line to the Rural Grocery — Being Your Own Produce Man—Fresh Vegetables as a Drawing Card.

DID you ever think of a little farm in conjunction with your grocery store as a means of making money—not a real farm, of course, but a sort of glorified market garden? Well, that is the idea of Mr. Kelly, of Kelly & Bullock, Gananoque.

Gananoque is in the centre of a good farming district, and yet Mr. Kelly says that each year makes it increasingly difficult to get the necessary supplies of garden produce and small fruits. The farmers, with the exception of a few around the larger cities, take no particular interest in these lines of goods. As a result it is often almost impossible to get the most common and frequently demanded vegetable.

This suggested itself to Mr. Kelly as an open field for the extra activities of the grocer. A small garden, he thought, would prove almost invaluable. Fresh produce could be made an attractive drawing line and the goods always available. Fresh goods are always in demand, and bring as a rule a price that would make their cultivation an attractive proposition. Then, too, there is the item of berries, always a fine selling line with all grocers. Mr. Kelly thinks these could easily be grown in most localities with a little care. As Mr Kelly sold 400 crates of berries within a couple of days this summer, on all of which he had to pay express charges, in themselves equivalent to a good profit, it is manifest that the profit is there, providing that the scheme is workable.

It looks at any rate that it is an idea worth considering. Perhaps it would be possible to go into a profit-sharing proposition with some farmer already located in your locality.

John W. Paisley, Cedar Springs, Ont.—"The CANADIAN GROCER is all right."

C. M. Webb, Granton, Ont.—"The fall and winter number is a splendid issue."

Tinsdale Bros., Arthur, Ont.—"We have always found your journal a worthy production that should be appreciated by the trade."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 15. — Very few changes have taken place affecting this market since last report. Wholesalers say the market is very quiet. The only noticeable advance is flour, number one patents which records an advance. Flour is now ten sixty here. Strawberries are quoted at five twenty. The weather has turned cold and snow is delaying threshing. On Tuesday the Chinook winds melted the snow fast and farmers were able to be on the land. Big Christmas business is expected this year and wholesalers are preparing for big country business.

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	....	10 60
Molasses, extra fancy, gal.	....	0 76
Rolled oats, 80s, basis	....	3 35
Rice, Siam, lb.	....	0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	....	9 05
Cheese, No. 1, Ontario, large	....	0 25
Butter, creamery, lb.	....	0 35
Lard, pure, 3s, per case	....	10 60
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26½
Eggs, No. 1	....	0 37
Eggs, storage, case	....	10 00
Tomatoes, 3s, standard case	....	5 50
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 90
Apples, gals., Ontario, case	....	1 85
Strawberries, 2s, Ontario, case	....	5 50
Raspberries, 2s, Ontario, case	....	5 50
Peaches 2s, Ontario, case	....	4 50
Salmon, finest sockeye, tall, case	....	10 50
Salmon, pink, talls, case	....	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 15.—Flour has advanced twenty-five cents sack. Rolled oats have advanced twenty cents. Soda biscuits have advanced one cent a pound. Some brands package teas are up 1 cent. Paper bags will see another advance. Twine and clothes lines are going higher. All evaporated fruits tending upward. Sago, tapioca and rice are firm with advances expected locally in the near future. New American candied peels are now in, and prices are already well over those first named; quotations on gelatine in packages appear to be due for sharp advance. New lemons have arrived and are quoted seven to eight dollars cars. It is feared that the keeping qualities of new crop raisins are not all that would be desired.

CALGARY:		
Beans, small white Japan, lb.	....	0 08¼
Flour, No. 1 patents, 98s	....	5 30
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 95
Cheese, No. 1 Ontario, large	0 24	0 25
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	12 00
Bacon, smoked backs, lb.	....	0 24
Bacon, smoked sides, lb.	....	0 24½
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	....	3 00
Peas, 2s, standard case	....	3 00
Apples, gals., Ontario, case	....	2 25
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a.se	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Nov. 15.—A cold snap has the West in its grip which with some snow has not tended to improve the threshing situation some machines are operating however, and a little progress is being made. Many changes are to be noted since the last report with the trend a one way. Crop failures and shortage of goods is having its effect in the slow delivery of orders in a number of lines. With the Christmas season approaching, new prices on nuts are being quoted with but few deliveries. Small quantities of flour and wheat products are higher proportionately than larger quantities owing to scarcity and high price of cotton. Cotton twine advanced two cents November 7, which is an advance of four cents per pound since October 26. All grades manila wrapping have advanced one half cent pound. All grades paper bags have advanced in the neighborhood of twenty-five per cent. Kraft paper advanced another quarter cent at the mill on November 11. Flour jumped fifty cents barrel November 10, and is now quoted $10.70; rolled oats bails, $3.80; butter is two cents higher at 39c; cheese is also higher at 26¾c; lard, threes are quoted at $12.00; Cloverleaf sockeye salmon has advanced to $12.00 case; honey is quoted at $9.35; comb honey at $5.15. New prices are quoted on nuts, as follows:—pecans, sacks and less 21 and 23c; Brazils 18¼ and 20¼c; walnuts 16⅛ and 18c; Manchurian 15 and 17c; filberts 17½ and 19½c; Virginian peanuts 14 and 16c, fancy 11 and 12¾c; almonds soft shelled Tarragona 20½ and 23c; hard shelled 14 and 16; dates royal excelsior 36, 12 oz. $3.50, anchor $2.90. Quotations on fruits and vegetables follow:—potatoes B.C., $1.10; Alberta $1.05; cranberries barrel, Jerseys $12.50; apples $1.65 to $1.75; grapes, California emperors $3.75; oranges valencias $5.75; navels $5 to $5.75; pears winter Nellis $3.50; cucumbers hot house, dozen $2.25; Spanish onions 40 pound $6.00; B.C. three to three and half cents; grapefruit $5.50 to $6.00.

Beans, small white Japan, bush.	....	4 55
Flour, No. 1 patents, 98s, per bbl.	....	10 70
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 80
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08
Sugar, pure cane, granulated, cwt.	....	8 84
Cheese, No. 1, Ontario, large	....	0 26¾
Butter, creamery, lb.	....	0 39
Lard, pure, 3s, per case	....	12 00
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 45
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	....	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 15.—Steadily rising prices give little hope of lower cost to consumer in any lines. Market changes this week are invariably upward. Flour shows a forty cent rise, Manitoba is now 11.40 and Ontario 10.45. Jobbers anticipated further increases but few retailers willing to buy ahead at present prices. Beans again advanced nominally prices white $6.25 and yellow-eyed $7 but almost impossible to obtain delivery at any price. The local market is almost bare. Some Indian beans coming in. Lard is higher, pure is quoted at 21c to 21½c, compound 17¼c to 17¾c. Although reductions reported from upriver, potatoes are strong in St. John at higher price of $3.75. California Lemons show a sharp advance to $7.50 to $8. Grape fruit now offering at 5 and 5½ cents each. Dried fruits are also up. Prunes 90-100 are now $9.50; Raisins choice 11½, fancy 12; seedless raisins at 14 to 14½ show tendency to replace currants which again show two cent rise to 21c. Evaporated apples advanced one cent to 7½. Evaporated apricots jumped four cents and are now 18c, dromedary dates are up

(Continued on page 37.)

Beans are Selling at High Prices

Crop in Ontario Will be About Half an Average One — Quality of Ontario Beans is Exceptionally Fine —Big Shipments of Indian and Japanese Beans Are Coming to Market.

THERE has been considerable uncertainty over the market situation respecting beans for some time past. It has been surmised that the crop in Ontario would be short, but it was not known what effect this would have on the bean market in general. For other sources of bean supply have this year been tapped and this was looked upon as being a possible safety balance in the matter of prices. Japanese beans and Indian beans have been coming to this country in considerable quantities this year. One broker in Toronto recently made a purchase of 30 cars of Indian beans and these are now being distributed to various points in the Dominion. W. H. Millman, Sr., one of the best informed brokers on the bean situation in a talk with CANADIAN GROCER said:

"Beans this year will be high-priced but there will not be a shortage. We have recently completed the purchase in New York of thirty cars of Rangoon beans and these are now being distributed to various parts of the Dominion. The greater part of our stocks of these are already sold. We have in addition seven cars of Japanese beans on the way to this city. Besides our agents in Huron County in Ontario have been buying beans from the Ontario farmers and are placing these in warehouses.

"The Ontario beans are mighty fine in quality this year. The Ontario crop is short. There will possibly be about half an average crop of saleable beans in Ontario this year. In this province Kent is probably the biggest bean growing district, while Essex, Lambton, Huron and Prince Edward Counties also are big bean districts. I have recently made a trip through the various bean producing sections and what I saw there convinced me that there would be about half an average crop. But what the beans lack in quantity they will make up in quality. They are one of the finest samples of beans ever produced in this province. The wet weather of spring that extended far along into the early summer tended to reduce the acreage. But the beans that did develop found a favorable growing summer in that the long-continued hot spell kept them free from blight such as the beans of last year were troubled with.

"This year the farmers are being paid all the way from $5 to $5.75 per bushel, according to the quality. Indian beans are now being quoted at $5 per bushel in car lots, while our own Canadian beans are selling at $6 in car lots. Japanese beans are being sold at about the same price as our Canadian beans, as they are about on a parity so far as price goes when they are laid down in Toronto. But the Japanese beans are exceptionally fine in quality. I personally think they are even finer than our own Canadian beans. As to the edibility of the Rangoon or Indian beans the samples that are coming forward this year are very desirable. Contrary to an impression that is abroad respecting Indian beans they do boil up fine and are not bitter. Some five years ago there was a large quantity of Rangoon beans that came to the Canadian market, many of which were three and four years old by the time they reached the consumer. These beans had a rather bitter taste. When beans are of a great age they are inclined to have this strong, bitter taste. But fresh Indian beans are sweet and boil up fine."

When asked if he thought the price of beans would go higher here in Ontario Mr. Millman stated that he thought it difficult to say. "Beans are now selling at a high price owing to the big demand for them. It would be difficult to say with any degree of accuracy that they are going higher. Personally I should think they have pretty near reached their top limit." In August of last year beans were selling wholesale in Toronto at $3.40 to $3.50 per bushel. By November, 1915, they were quoted at $4.20 to $4.25, while one month later in the first week in December they were selling at $4.50 to $4.75. High prices have been maintained throughout the year for strictly high-grade beans. There were a lot of inferior beans that sold even at high prices for such qualities.

In the United States there has also been a shortage in the bean crop. Michigan is one of the big bean-growing states. At Detroit beans are quoted from $6 to $6.10 per bushel for immediate delivery. It is hardly likely there will be any of these beans brought into Ontario as the high price in that state all but prohibits them. Lima beans are high in price also this year. These beans are all grown in California and the recent heavy rains have affected the crop there. Where the beans were not cut before the rains in the Mound and Montalvo district the loss from the wetting is stated to be at least 25 per cent. The vines in those districts were heavy and covered the ground. In the damp weather following the rains the beans moulded and rotted. Loss to the portion of the beans that had been cut and were properly handled will be small. In the Oxnard district the loss will not be as heavy, for the vines were not so big and did not cover the ground so that the wind and sun could reach them. In Orange County there was stated to be but a small loss, from 5 to 10 per cent., on account of the rains. Most of the crop, however, was harvested in this county before the storm. In that county alone about 30,000 acres were set to limas, the greatest in the history of the industry. The above three districts are the centres of the lima bean industry in California.

FLOUR AND CEREALS

(Continued from page 40.)

firmness in the market due to the advancing price of wheat and the heavier consumption for feeding purposes. Ontario oats are also up in price 3c per bushel.

Mill Feeds—	Per ton	
Bran	31 00	32 00
Shorts	33 00	35 00
Special middlings	36 00	38 00
Feed flour, per ton	51 00	53 00
Ontario oats, outside points	0 65	0 67

HIGHER FLOUR PRICES FEATURE OF MARKET

Winnipeg

FLOUR AND CEREALS.—The end of the week saw wheat selling at $2.00 per bushel on the Winnipeg grain exchange, a record price in the Dominion of Canada. With bullish sentiment predominating flour prices have naturally gone higher and there have been two advances during the past few days bringing the standard up to $10.20 per barrel for best patents. The flour market is still very unsettled and further advances in all cereals may be expected. Rolled oats are unchanged from last week, but crushed oats and barley have had a sharp advance.

Flour—		
First patents, 98-lb. sacks	....	5 10
Second patents, 98-lb. sacks	....	4 90
Strong bakers	....	4 85
XXXX	....	3 30
Rolled oats, 80 lbs.	....	3 00
Bran, per ton	....	25 00
Shorts	....	27 00
Crushed oats and barley, ton	....	40 00

ANOTHER TESTIMONIAL

Star Egg Carrier and Troy Manufacturing Co., Rochester, N.Y.—"Allow me to compliment you on the very attractive issue of Oct. 27. It is indeed well arranged and should prove of decided interest to grocers everywhere.

FLOUR AND CEREALS

Flour Away Up And Still Climbing

Market Predictions All Towards Much Greater Firmness Even if a Passing Break in Wheat Should Occur Before Spring

Montreal

FLOUR AND FEEDS.—Wheat touched the two-dollar mark and went a couple of points higher during the past week, then fell back a trifle. But the slackening off in price was not considered at all decisive, and the market for flour and feeds has not abated one jot, but rather, has gone twenty cents firmer than quotations of last week. The end, it is claimed, is not yet in sight. Prices are likely to go firmer than they are now even if there should be a temporary lull in the market. Men of long experience in the milling business are watching expectantly for a break in wheat prices, due to the disturbance of a pool which they feel sure is being operated, but the same men believe that after the break happens prices for wheat will return from a passing phase of relaxation to a degree of firmness never before experienced short of famine conditions. There is nothing that the experienced market observer can detect in conditions at present which would justify the holding out of hopes for easier wheat and wheat products for any permanent period. In fact wheat and flour may not even experience the break in prices which experienced market watchers have been expecting with opinions based on the behavior of the market in all former rising periods of which there are records. These are abnormal times, unprecedented times, and wheat may stay firm till the war ends or the Dardanelles are opened, and do strange things even then which no man would venture to make predictions upon. Feeds, too, are exceptionally firm, oats are high and going higher. Millers are busier than ever, and will be until the end of the year. Labor for threshing is short on the prairies, and congestion of railway traffic in wheat is about due.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 50	....
Second patents	10 00	....
Strong bakers	9 80	....
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 50
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	46 00	50 00
Fed oats, per bushel	....	0 78

GENERAL PRICES SHOW THE UPWARD TREND

Montreal

CEREALS.—Barley is the interesting cereal just at present, with oats running a close second in the race for price changes upwards. Barley is now quoted at $6.25 to $6.50 for pearl quality in 98-lb. bags, and $4.75 to $5.00 for pot quality barley. There is a marked shortage of barley apparent. Corn flour is quoted higher this week by ten cents over last week's figures. Graham flour is now at $5.00 for 98 lbs. Oatmeal is up as the market for oats is very strong indeed, and is now quoting at $4.00 for both the standard and granulated. Hominy shows a marked change from recent quotations selling now at higher than former retail prices to the jobber and being quoted to retailer at from $4.50 to $4.75 for 98 lbs. Peas are in firm market and a strong American demand for Canadian peas has been noticed. The U. S. market has been agreeable to paying $6.15 per bag of 98 lbs. for split peas in carloads.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 75	5 00
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 30
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	....	5 00
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 00
Oatmeal, granulated, 98 lbs.	....	4 00
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 75
Rolled wheat, 100-lb. bbls.	....	4 10
Rye flour, 98 lbs.	....	3 70
Whole wheat flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	5 25

Flour Goes Up To $10.40 a Barrel

Wheat Touched High Level of $1.99⅞ For November Delivery During Week—Wheat Market Slightly Lower on Tuesday

Toronto

FLOUR.—Flour advanced to $10.40 per barrel in car lots and $10.60 in small lots for first patents Manitoba on November 9. Ontario winter wheat flour is holding steady at the quotations of last week. There was a slightly easier tendency in the wheat market on Tuesday due to the fact, it was asserted from Chicago sources, that the agents of the British Government were no longer in the market for wheat for export. If this continues to be the case that no further heavy export buying takes place there may be a still lower price for wheat. At the present price of wheat flour is holding steady with uncertainty as to what might develop in the wheat market. Wheat on Tuesday was down 1¼c over Monday's close at Winnipeg. If further declines take place and are long-enough sustained, the price of flour will in all probability follow downward also. Some of the large milling concerns report an extra heavy demand in the face of the high prices, while others report the demand slackening rapidly.

	Small lots. per bbl.	Car lots. of 2 bags
Manitoba Wheat Flour—		
First patents	10 60	10 40
Second patents	10 10	9 90
Strong bakers	9 90	9 70
Ontario Winter Wheat Flour—		
High patents	9 30	....
Second patents	9 10	8 80

GRAHAM FLOUR AND WHOLE WHEAT FOLLOW UP

Toronto

CEREALS. — Graham flour, whole wheat flour and wheatlets followed upward in price in sympathy with the advance in flours. Graham flour is now quoted at $4.95 to $5, whole wheat flour at the same as Graham and wheatlets at $5.20 to $5.35. Demand for cereals has been good. Cornmeal is firmer in price by 10c. Rolled oats have also advanced 10c, while rye flour is up 30c per 98-lb. bag. Prime Ontario beans are selling at $6 to $6.25 and Rangoon beans at $5 to $5.50.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs.	4 50	4 75
Beans, prime	6 00	6 25
Buckwheat grits 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 95	5 00
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	....	3 75
Rolled wheat, 100-lb. bbls.	....	4 10
Rye flour, 98 lbs.	....	3 80
Whole wheat flour, 98 lbs.	4 95	5 00
Wheatlets, 98 lbs.	5 20	5 35

MILL FEEDS HOLDING AT RECENT $2 ADVANCE

Toronto

FEEDS.—Mill feeds have been holding steady at the advance of $2 per ton, recorded as last-minute information in CANADIAN GROCER of November 10. The demand for all feeds continues heavy and millers are still limiting the amount of feed that will be shipped in each car, the usual proportion being 100 bags of flour and 300 bags of feed. There is a

(Continued on page 39.)

GOLD SEAL FLOUR

(A Perfect Pastry Flour)

—just the flour for the Christmas Cake and Pudding

In stocking a pastry flour of such established quality as *Gold Seal* your Christmas flour sales will be quick and profitable.

The standard of excellence which distinguishes every one of our products is particularly evident in this All-Canadian Product. Only the very best grades of Ontario wheat are used in the making of Gold Seal Flour, while the process of manufacture brings out all the best qualities that a perfectly satisfactory flour should possess.

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Toronto, Canada

Makers of Tillson's Oats — Rainbow Flour — Star Flour

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PRODUCE AND PROVISIONS

Lards Show Rise, Hogs Are Lower

Montreal—

PROVISIONS.—Due to arrival of more plentiful supplies on the market live hogs were selling at prices reduced from last week's figure, quotations being around 11 and 11½ cents. Well finished hogs could secure higher standings, but market was not entirely satisfied with the finish of the hogs offering. Dressed hogs were selling at 16 cents, a figure which also shows a slight shading downwards. The tendency of the market, however, was towards steadier and firmer tone. Pure lard shows this tendency pronouncedly by a rise of half a cent per pound, and compound lard responds again to the firmness of its ingredients, especially the cotton seed oil, by rising another ¼ cent per pound. Market for provisions is reported quite as active as last week's, no reduction in public demand being noticed.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19¾	0 20
Tubs, 60 lbs.	0 20¼	0 20½
Pails	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 21½	0 21¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 16	0 16¼
Tubs, 50 lbs.	0 17¼	0 17½
Pails, 20 lbs., per lb.	0 16½	0 16¾
Bricks, 1 lb., per lb.	0 17½	0 17¾

ADVANCES IN CHEESE DUE TO BIG DEMAND

Montreal

CHEESE.—At St. Hyacinthe on Saturday (Nov. 11) cheese was sold at the highest price so far this season viz.: 23⅝ cents per pound. Demand continues heavy, and the factories are endeavoring to continue production to the latest possible date. Extremely high prices of mill feed are having the effect now of checking the efforts of the farmers to maintain the milk output, and cheese production is accordingly being retarded. Into the City of Montreal for the week ending Nov. 11th there came 59,078 boxes of cheese as compared with 44,693 boxes for the same period last year. Receipts for the period from May 1 to Nov. 11 are over 200,000 boxes in excess of receipts for the corresponding period of 1915. All grades of cheese show a ½ cent advance this week.

Cheese—		
Large, per lb.	0 23	0 23½
New, twins, per lb.	0 23½	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 26
Fancy old cheese, per lb	....	0 26

RECORD HIGH PRICE FOR BUTTER IS PAID

Montreal

BUTTER.—With butter selling at St. Hyacinthe Board on Saturday at the record price of 42¾ cents per pound there is no surprise expressed at the increase in prices to retail announced for the current week. All grades quoted have gone up a cent a pound, which is a moderate increase, and may be followed by a further rise. Butter receipts in Montreal for the week ending November 11th are rather better than receipts for the previous week being 10,394 packages as compared with 9,858 packages of the previous week, and only 8,858 packages for the corresponding week of 1915. Total production of butter for the period May 1 to Nov. 11, 1916 as represented by receipts in Montreal is ahead of last year's, some 91,000 more packages having been received for the period as compared with the same period of 1915.

Butter—		
Creamery, prints	....	0 44½
Creamery, solids	....	0 44
Dairy prints, choice, lb.	0 38	0 41
Dairy prints, lbs., in tubs	0 37	0 39

EGGS AGAIN GO UP TO HIGHER PRICES

Montreal—

EGGS.—The end of price increases for eggs in Montreal has not arrived, and is not yet in sight. New laids are at 50 cents to the retailer, and said to be getting scarce as the proverbial 'hen's teeth'. But the demand for them keeps up steadily in spite of high prices. An increase is noticeable in the number of cases of eggs brought into Montreal for the week ending November 11, the figures being 42,046 as compared with 27,505 cases for the previous week, and only 20,840 cases for the corresponding period of 1915. Total receipts for the period of May 1 to November 11, 1916 are more than 100,000 cases in excess of the total for the same period of 1915, showing considerably augmented production.

Eggs—		
New laid, cartons	....	0 50
New laid, ex-cartons	....	0 52
Selects	....	0 40
No. 1	....	0 36

DRESSED POULTRY IS COMING IN FREELY

Montreal—

POULTRY.—Young turkeys are included in the offerings of the poultry market now, and quality of all poultry offered is much improved from qualities offered earlier in the season. The farmers have been crate feeding their birds satisfactorily, and while prices to the retail remains as last week, better prices are being realized by the producers. Dressed poultry is now coming more freely into the market, the weather being suitable for shipment, and the wholesale trade is accepting the dressed birds readily as a good demand exists for them .

Fowl—		
Chickens, milk-fed, crate, fattened, lb.	....	0 20
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 20
Young ducks	....	0 13
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 28
Turkeys (young)	....	0 24

HONEY PRICES HAVE NOT BEEN CHANGED

Montreal

HONEY.—Demand for honey, increasing a little as the weather gets colder, is still only about normal, and is well met by supplies. There is no tendency to increase in prices so far, though the general tendencies of the provision market may yet affect honey. Scarcity of maple products and the firming of prices for corn syrups show the trend of the times as regards sweet stuffs, and honey meanwhile remains behind the times as regards its cost.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Lard and Compound Up Again In Price

Live Hogs Have Not Been Reaching Market in as Large Numbers—Good Demand for Lard

Toronto

PROVISIONS.—Lard and compound have had another firm week. The demand for them has been heavy, and the price has gone up ½c per pound in most instances. Pure lard in tierces is now

quoted at 20c per pound and compound from 16¼c to 16¾c. Hogs are slightly firmer by 10c per 100 pounds. The run of live hogs has not been quite as heavy during the past week. Dressed hogs hold steady in price. Hams, beans and all cooked meats are holding steady in the market with the same quotations given.

Hams—		
Medium, per lb.	0 24	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard -		
Pure, tierces, 400 lbs., per lb.		0 20
Compound, tierces, 400 lbs., per lb.	0 16¼	0 16¾
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed		17 00
Live, off cars		10 90
Live, fed and watered		10 65
Live, f.o.b.		10 15

BUTTER HOLDING STEADY BEYOND EXPORT BASIS

Toronto

BUTTER.—The price of butter has held steady during the past week. Quotations are at a high level, with the demand locally so good that the export trade has been very light recently—the price being so high that export is practically shut off. Commission men assert the make in October of this year was 30 per cent. under October of 1915. Production continues to decline locally. Some of the local wholesalers say they cannot see any relief in the high price of butter unless the duty is removed on American butter. There is a difference of 7c per pound between the American butter and Canadian butter at the present time. In certain quarters there has been a firming tendency in butter, with creamery prints ranging from 44c to 46c.

Creamery, prints, fresh made	0 44	0 46
Creamery solids	0 43	0 45
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 38	0 39
Bakers	0 35	0 36

NEW-LAID EGGS HAVE PASSED 50-CENT LEVEL

Toronto

EGGS.—During the week strictly new-laid eggs were placed at a still higher premium, when they were quoted well up above 50c per dozen. The range runs from 50c to 55c. Supplies are coming forward very poorly. They are pretty nearly down to the minimum. Storage eggs have also firmed in price, and are quoted 1c to 2c above those of last week. Storage supplies are the only source of relief at the present time, the new-laids reaching the market being insignificant in quantity.

Eggs—		
New laid, cartons	0 50	0 55
No. 1 storage ex-cartons	0 38	0 40
Selects, extras	0 40	0 42

NO LET-UP TO ADVANCE IN PRICE OF CHEESE

Toronto

CHEESE.—There seems to be little possibility of arresting the upward trend of the cheese market. Export continues heavy and record prices are being paid at the cheese factories. At the various producing points cheese is now being sold well above 23c, the highest during the week being at Belleville when the factories received 23½c for their product. Prices locally have firmed. Local demand is a rather limited one.

	Per lb.
Cheese—	
New, large	0 24
Twins	0 24¼
Triplets	0 24¾
Stilton, per lb.	0 26

POULTRY SUPPLIES NOW COMING LIGHTER

Toronto

POULTRY. — Supplies of poultry have diminished somewhat from the excessively heavy deliveries of last week and the week previous to that. It is expected the supplies will be still lighter by next week. Some commission men report much poor stuff arriving with the recent big wave and that it was the exceptional to see first-class spring chickens. Apparently the farmers were not standing on ceremony in the face of the high price of feed and made short work of their flocks regardless of their condition. Ducks and geese, however, seem to be reaching the market in better condition than chickens. Turkeys hold firm in price. Old roosters are bringing 1c per pound better than last week and young chicks are also up 1c in price.

	Live	Dressed
Spring chickens	0 13	0 16
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old roosters	0 10	0 12
Young ducks	0 12	0 15
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young turkeys (8 and 9 lbs. each)	0 21	0 25
Young turkeys (over 9 lbs. each)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

PRODUCERS HAVE BEEN CONSUMING THEIR HONEY

Toronto

HONEY.—Producers of honey have also turned consumers this year. Many of the beekeepers have considered it better to hold their honey for their own use rather than put down preserves at a higher price. Commission men consider the season's crop about marketed now. Although it was an exceptionally heavy year for production the amount reaching the local market has not been greater than other years. There is a little buckwheat honey being sold but the demand for this article is somewhat limited.

Honey—		
Clover, 5 and 10-lb. tins	0 12¾	0 13
60 lb. tins	0 11½	0 12
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 10 lb. tins	0 10	0 11

LARD PRICES UP 1½ CENTS PER LB.

Winnipeg

PROVISIONS.—Live hogs are steady at $10.00-10.50, but the supply continues very disappointing and is not meeting the local demand. Expectations of a heavy run this month seem doomed to disappointment. Buyers report that the hogs are not in the country. Provision prices are very firm. A feature of the market is an advance in lard to 19½ cents per lb.

Best creamery butter is now quoted at 4 cents and likely to go higher as the export demand shows no falling off. Cheese is very firm and eggs are steadily advancing. Fancy prices are prevailing for guaranteed new laid.

Hams—		
Light, lb.		0 25
Medium, per lb.		0 23
Large, per lb.		0 21
Bacon—		
Breakfast, per lb.		0 24
Breakfast, select, lb.		0 27½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		30 00
Lard, Pure—		
Tierces		0 19½
20s		4 00
Cases, 5s		12 22
Cases, 3s		12 30
Lard, Compound—		
Tierces		0 14
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery, No. 1 cartons		0 41
Best dairy	0 28	0 33
Fresh Eggs—		
Extras, in cartons	0 40	0 50
No. 1's, cases		0 28
Cheese—		
Ontario, large	0 25	0 26

Winnipeg

POULTRY.—Increasing receipts are causing a slightly easier feeling in Manitoba poultry circles. All lines are plentiful except turkeys. It is evident that turkeys are being held back for Christmas trade.

Live Poultry -	
No. 1 spring chicken	0 10
No. 1 fowl	0 12
Old roosters	0 09
No. 1 geese	0 13
No. 1 ducks	0 13

FREE IMPORTATION OF FOODSTUFFS INTO MEXICO

The U. S. Department of State has received a telegram from the special representative of American interests at Mexico City, stating that a decree of the Carranza Government, dated October 27, and published the following day, permits the free importation of the following articles: Lard, rice, barley, lentils, beans, peas, garbanzos (chick peas), habas (beans), and other grains not herein specified, sugar, flour of oats, barley, rye, corn, wheat and sago.

The decree will remain in effect from November 1, 1916, until February 28, 1917, inclusive.

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but any man can find out anything about the Grocery Business in

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By ARTEMAS WARD

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TORONTO, CANADA

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

"LORD NELSON" BRAND
(Brisling)

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED
Montreal

(*Actual size*)

It's worth a prominent place on your sales counter

First purchasers of this superior glycerine soap will become regular purchasers, for it is good right through. Recommend

Richard's Sulphur Cream

to every customer, no matter how particular she may be in the matter of soap. Sulphur Cream will satisfy her and will bring her back for more.

TRADE PRICE, 45c. A DOZEN

Sulphur Cream, Dozens (Cardboard)
Skin Food " "
Violet Glycerine " "
Twin Bar (Yellow) ¼ gross (wood)
Twin Bar (Red) " " "
Twin Bar (Green) " " "

If your jobber can't supply you, write us.

Richards Pure Soap Co., Limited, Woodstock, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Who is Your Customer?

THE finding, holding and multiplying of customers is your great business—probably your great problem. There's no royal road—no priceless route—to them. The plain way to find, interest and persuade them is the well-traveled way, the way of Public Advertising.

But the ideal medium—what is it?

If you are seeking a single medium of potency, of prestige, of sufficient circulation, you will find it in

MACLEAN'S MAGAZINE

You know of this magazine, but do you know it through use?

It can't do everything, but it can do much. It can make your product, commodity or service known nationally—and this at small cost per annum.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited

143-153 University Avenue, Toronto, Ontario

Merchants Baler

MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

IF CAR IS RIGHT ADVERTISING PAYS

This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

Stop Losing Money!

PUT an end to those moments of worrying whether you charged your customer for goods purchased. Put an end to the bewildering puzzles you have to solve every time you attempt to "straighten up" your accounts. Do this—cut out all the worry, all the waste of time. Let a machine—a tireless, faultless machine—handle your money for you and automatically print your accounts. The National Cash Register is no respecter of persons. It diligently makes a faithful record of every credit sale. It presents you with a detailed statement of all the sales you rightfully should charge for.

The National Cash Register Gives an Infallible, Permanent Complete Story of Your Business

All the burden of detail is taken off your mind and handled efficiently by a National Cash Register.

It gives an unchangeable receipt or sale-slip with printed figures of the amount paid or charged.

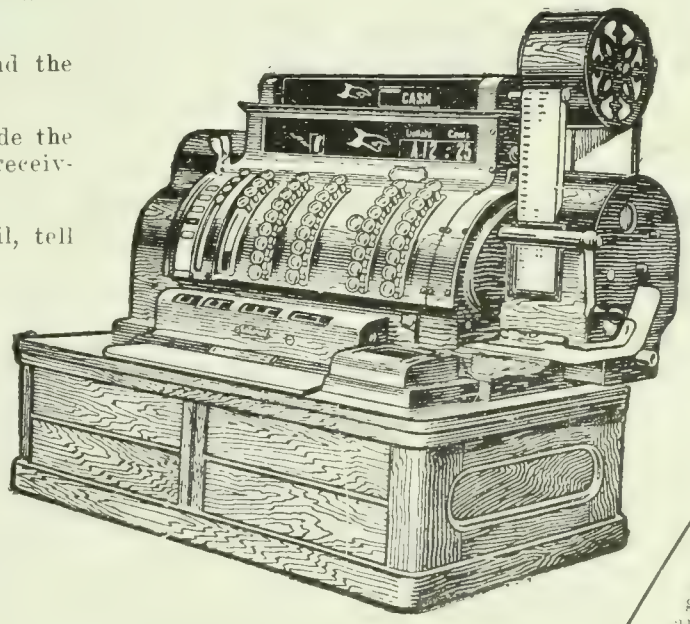
This also tells in print who made the sale and the date.

Every clerk makes an unchangeable record inside the machine every time he makes a cash or credit sale, receiving money on account, or pays money out.

Thus, you can trace every transaction in detail, tell which of your clerks makes the most sales, and ascertain at any moment the business you have transacted during the day.

The printed receipt practically stops all disputes with customers about money and accounts. This avoiding of friction will mean much gain to you. Use the back of the receipt for advertising.

The National Cash Register saves you time —frees you from unnecessary work and worry. Thus you have more leisure to attend to the service side of your store, to the buying of your merchandise, attracting trade and increasing profits.



The National Cash Register Co. of Canada Limited

CHRISTIE ST. TORONTO, ONT.

To the **National Cash Register Company of Canada, Limited, Toronto, Ont.**

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have ——— salesmen in our store. We have a register ——— years old. Principal lines of merchandise are:

.....

Firm name .....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Sold 413 Bottles
In One Day

One of our dealers who realizes the possibilities of the L-V Dust Cloth, **sold 413 50c bottles of Liquid Veneer on one Friday.** Other dealers have enjoyed similar successful sales.

The plan is simple. On any Friday you offer your customer, free, one of our fine, large, 25c L-V "Crepette" Dust Cloths, (which we supply to you), providing she buys a regular 50c bottle of Liquid Veneer and signs one of the Dust Cloth coupons.

No housewife is going to overlook a great opportunity like this. The Dust Cloth will win her over every time.

For every signed coupon you return to us, we send you another Dust Cloth, free, enabling you to make this offer Friday after Friday at no expense to you.

We supply the coupon letters, and the whole, well-oiled, sales-making plan complete. You reap the profits of a phenomenal increase in Liquid Veneer business—**all at no expense to you.**

It's worthy of further investigation.

BUFFALO SPECIALTY CO.

Buffalo, N.Y., U.S.A. - Bridgeburg, Ont., Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant.	2 35
Raspberry and Gooseberry...	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

"It's all Right"

NO other laundry soap in Canada can touch it for sales.

Reasons?

1st, quality. 2nd, liberal premium features to public and trade.

This big profit-making Premium!

We have many premiums for the Dealer, but the above (36 pkgs. 10c. Handy Ammonia) is one of the most popular. Only takes a 10 case order of Comfort Soap at $4.05 to get it. Increases your soap profit 36c per case. The whole, freight paid.

Just as saleable as bread. Every woman wants Comfort Soap and Handy Ammonia—SHE gets premiums too.

Send for new Premium List to-day.

Pugsley, Dingman Co.,
Limited, Toronto, Canada

This Premium for Ontario and Quebec. For other Provinces see List.

We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

HAMS

"Star" Brand Hams are Good Hams. They are selling to-day at less money than either Bacon or Backs. We have them in all sizes. Fresh, Pickled, Smoked and also Cooked.

Write, 'phone or wire your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 00
Jersey Brand, Tall, each 48 cans	5 00
Peerless Brand, Tall, each, 48 cans	5 00
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED. MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.

Roast Beef, ½s, $2; 1s, $3.25; 2s, $7.25; 6s, $22.

Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.

Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.

Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.25.

If any advertisement interests you, tear it out now and place with letters to be answered.

Making a "Dollar Customer" Out of a "Ten Cent One."

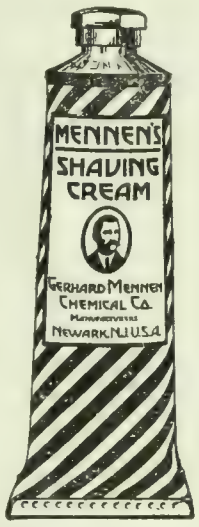
A cake of shaving soap costs five cents and the average man uses two cakes in the year..... $ .10

A tube of Mennen's costs twenty-five cents and the average man uses four tubes a year..... 1.00

By recommending and selling Mennen's Shaving Cream, you not only increase your own profits tenfold, but you do your men customers a real service as well; because Mennen's has shown, millions of men, that shaving can be made as pleasant an operation as washing the face.

This year Mennen's is co-operating with you more than ever before. A large, new, advertising campaign has just begun in the newspapers and advertisements are steadily appearing in the leading magazines; all bringing customers to your store, helping you sell Mennen's Shaving Cream, and increase your profits.

Keep well stocked to meet the growing demand. Write for attractive window display to Harold F. Ritchie & Co., Toronto.



MENNEN'S SHAVING CREAM

Canadian Agents:

HAROLD F. RITCHIE & CO., LTD.
TORONTO, ONT.

Made in Canada by

G. MENNEN CHEMICAL CO., LTD.
MONTREAL, QUE.

AT LAST
WE HAVE THEM

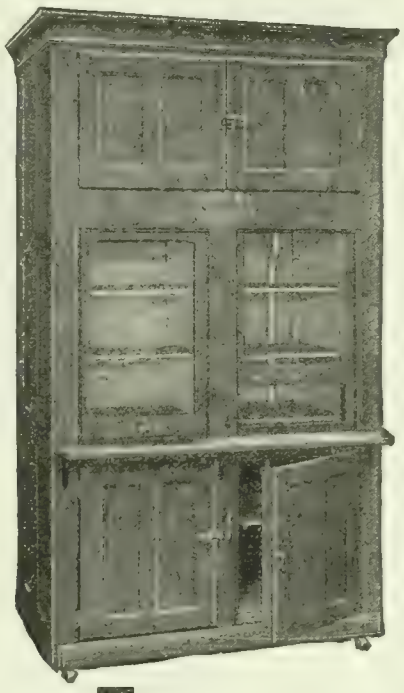
Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG



The only refrigerator

that you can positively depend upon to give you a maximum of satisfaction with a minimum ice consumption, the only patented refrigerator with warm air flues across ceiling of cooling room connected with warm air flues at sides and ends is

The Eureka

To be without a Eureka means that your perishable goods are not preserved as securely or displayed as advantageously as they should be. May we send you fuller particulars?

Eureka Refrigerator Co.
31 Brock Ave. TORONTO Limited

REPRESENTATIVES Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 38 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

The latest and best "Sterling" selling line

FREE FROM BENZOATE OF SODA
Sterling
TOMATO CATSUP
CONTAINS NO COLOURING OR ARTIFICIAL PRESERVATIVES
PREPARED BY THE T. A. LYTLE CO. LIMITED TORONTO.

YOU'LL know what that means if you have ever stocked any of the well-known Sterling Products. They are sellers every one; the public have come to regard the "Sterling" trade-mark as a hall-mark of value.

But this new product of ours—

"Sterling" Tomato Catsup

is, without doubt, the most attractive line we have yet put before the public. Pure and high grade in every respect, entirely free from Preservative or Artificial Coloring. Put up in neatly labeled bottles of attractive size. This delicious, wholesome Catsup is going to please the taste of your very best customer.

Try out this splendid new seller.
There's a good margin of profit in it.

T. A. Lytle Co., Limited

STERLING ROAD

Toronto

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game. ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12½c lb.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2. Individuals, 80c doz.
Pork & Beans, Tomato Sc., Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45. Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups. No. 1 assorted, $1.15.
Spaghetti with Tomato and Cheese, ⅛s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces	0 14⅛
Pails	$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 20 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS,

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 9[illegible]
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 25
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34¼
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Extra Fancy

California Late Valencia

ORANGES

Very fine quality.

Last car for this Season

Just Arrived.

all sizes.

Also

Car Fancy

FLORIDA ORANGES

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

FIRST CAR

CALIFORNIA NAVEL

ORANGES

DUE HERE MONDAY

This fruit is reported ripe and passed the United States Government's sugar test.

A'so Florida Oranges and Grape Fruit

2000 barrels finest Malaga Grapes

New Messina Lemons

Largest importers and best selection of Freshest Goods.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST. TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

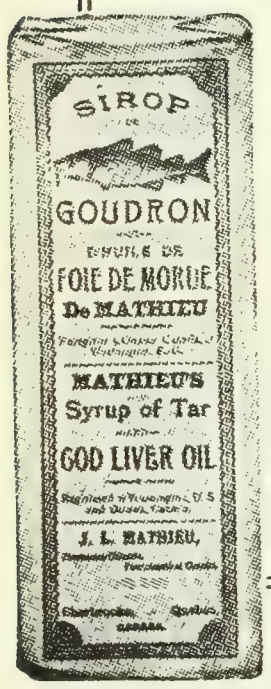
Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

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An Appeal to Men of High Calibre

HAVE you thought of this?—that any advance in a Nation's Commerce, or Civilization or Spirit is due solely to advances in these directions by many *individuals;* or to put it more definitely, by the *Common people.* The spirit or impulses of *leaders* must pass downward—to the *Common people.*

This truth is of importance to us in Canada. We make progress in this or that direction only as the *multitude* is bent in this or that direction.

YOU—perhaps your name is John Brown—must deliberately seek to advance yourself in the direction of ideals. Then you will fire another to do likewise, and he in turn will start another going forward; and so on and so on, until a mass is energized and is moving ahead towards higher achievements.

This means that a heavy burden of obligation rests on every single one of us, if Canada is to advance in high and good ways.

HERE is a practical application—you, as a business man, must consciously and deliberately seek to be a bigger business man, if you would see our good country as a whole advance.

As a business man engaged in the manufacture or distribution of merchandise, you must be well informed with a vision of Canada's business world wider than the bounds of the business which provides you a livelihood; and a fuller knowledge of what is being done, thought or said in the larger business world that incorporates your own.

This wider vision and fuller knowledge can be procured from a reading each week of The Financial Post. (Price $3.00 for 52 issues).

No other single paper perhaps will serve you so soundly and broadly.

How: By guiding you in your investments. It is often harder to invest money wisely than it was to earn it. The successful purchase of securities requires long study of investment matters.

Then when you have about made up your mind what to buy, The Post's Investors' Information Bureau will give you a careful analysis of these securities and its opinion respecting them.

We put it to you that if you admit the truth and force of what we have said above, the logical thing is to subscribe to The POST. In this way you take a necessary step in the direction of larger progress.

This is a high appeal to minds and men of high calibre—men who have the will and courage to follow the biddings of their convictions.

Therefore, we expect many to sign and return the form below:

THE FINANCIAL POST OF CANADA

143-153 University Ave. Toronto

.....1916.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name ..... Address .....

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

GENERAL STORE FOR SALE—UP-TO-Date fixtures; in small village, on railway; postoffice in connection; a good chance. Apply Box 200 Canadian Grocer.

FOR SALE—ONE NORTHRUP CURRANT cleaner, one currant breaker. Both in first-class order. Apply Box 201 Canadian Grocer.

LEGAL NOTICE

NOTICE IS HEREBY GIVEN THAT Swift & Company has obtained for Canada Patent No. 168736, in connection with a branding tool device, and the firm of Patterson & Heward, of Toronto, Ontario, is manufacturing this article and is prepared to supply the same to any person who may wish to purchase the same at a reasonable price. Any person, firm or corporation desiring to purchase this article will kindly communicate with Patterson & Heward, Toronto, Ontario.

G. Gagné Grocery Broker and Manufacturers' Agent

We have a connection in Quebec City and throughout the province.

111 Mountain Hill Quebec City

OAKEY'S WELLINGTON KNIFE POLISH

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish

Price Quality Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

The man with money

In Canada, if you are a man with money, or called upon to advise others in regard to money matters, you will find it to your advantage to read a sanely edited, broadly informed and clear-visioned financial newspaper, such as "The Financial Post of Canada." The Financial Post is, beyond question, Canada's most authoritative newspaper serving investors and those concerned with the money market. The wide organization and many papers of The MacLean Publishing Co., together with the experience and ability of the Editors, make this pre-eminence possible.

THE **Financial Post** OF CANADA

The Canadian Newspaper for Investors

$3.00 PER YEAR

One advantage which subscribers have is the service of the Investor's Information Bureau of "The Post," where special information and advice are provided, without any fee, by personal letter. This service is very valuable to investors.

We suggest that you buy a copy of the current issue from your newsdealer, and make a careful examination of it. Ask your banker or broker about "The Post." Get independent opinions regarding it from the professional classes who handle money. Sample copy on request.

Published by
The MacLean Publishing Co., Ltd.
143-153 University Ave., Toronto, Canada

GROCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

If any advertisement interests you, tear it out now and place with letters to be answered.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use--stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY--BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

Are Your Goods on the Western Market?

Do you realize the tremendous buying power of the West?

OUR splendid organization covers the whole of Western Canada from Lake Superior to the Coast, covers it like a blanket. Think what this means to you—introducing your product to the people of the Great West under the auspices of a firm with a reputation for results.

DON'T neglect this splendid field. A post card to us to-day will bring you full particulars of our organization--just what you need to reap your share of this Western harvest.

Send it now.

Donald H. Bain Company

(Successors to Nicholson and Bain)

Manufacturers' Agents and Commission Merchants

WINNIPEG, MAN.

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 *Census, there are in Canada slightly over* 600,000 *English-speaking families.*

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 *FIVE ROSES Cook Books.*

P.S.—This does not consider the 410,000 *French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.*

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this [illegible] until in every Canadian home [illegible] peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, NOVEMBER 24th, 1916 No. 47

"CONSOLIDATE YOUR GAINS"

Substantial progress has been made in the OYSTER WEEK offensive of Nov. 6-11. The new ground consists of purchases made at a date earlier than they otherwise would have been. Oysters have been brought forcibly to the attention of the consuming public. This is a material asset and creates an opportunity for the merchant alive to the situation.

If these gains are to be retained they must be fortified with quality, otherwise the advantages, in all probability, will fizzle out, for until such time as the consuming public are brought to regard oysters as something more than a sloppy proposition, increased consumption will not be a reality to any appreciable extent.

Have you distributed the books of recipes sent you? If so, can you distribute more advantageously? If you can, and will do so, kindly let us have your request for more of these books of recipes, and they will be forwarded without delay.

The work of OYSTER WEEK has been constructive. It has been handled through the proper medium, the retailer, and some very promising returns have been experienced, where dry measure has been adhered to.

As the only exclusive oyster house in Canada, we are more interested in the welfare of this line than any other source of supply. We are the only house in Canada that can supply you with a display case that is worthy of space in your store, and this is supplied at cost.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada

GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

An unusual opportunity

TO the dealer well stocked with the social season sellers—

Reindeer Coffee and Cocoa

the social activities of the present season offer unbounded opportunities for increased profits.

EVERY little house party in your locality, every church social, club-night, or entertainment brings with it a splendid chance to feature these two Borden Products, to feature their convenience and deliciousness, their all round trouble saving and positive economy, points which peculiarly adapt them to the requirements of the Social Season.

A LITTLE Reindeer counter display, a little suggestion to the customer, and the ice of better Winter profits is broken. You need not worry about the repeat sales.—Borden quality takes care of that.

Begin now to feature Reindeer Coffee and Cocoa.

BORDEN MILK CO., LIMITED

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA

Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers' Association will always be found pure, free from dust, stems and broken leaves.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

How we help the Dealer to sell Japan Tea. A "consumer" ad.

BEYOND doubt the profits on your tea sales are considerably influenced by the strength of the consumer demand for the particular lines you carry.

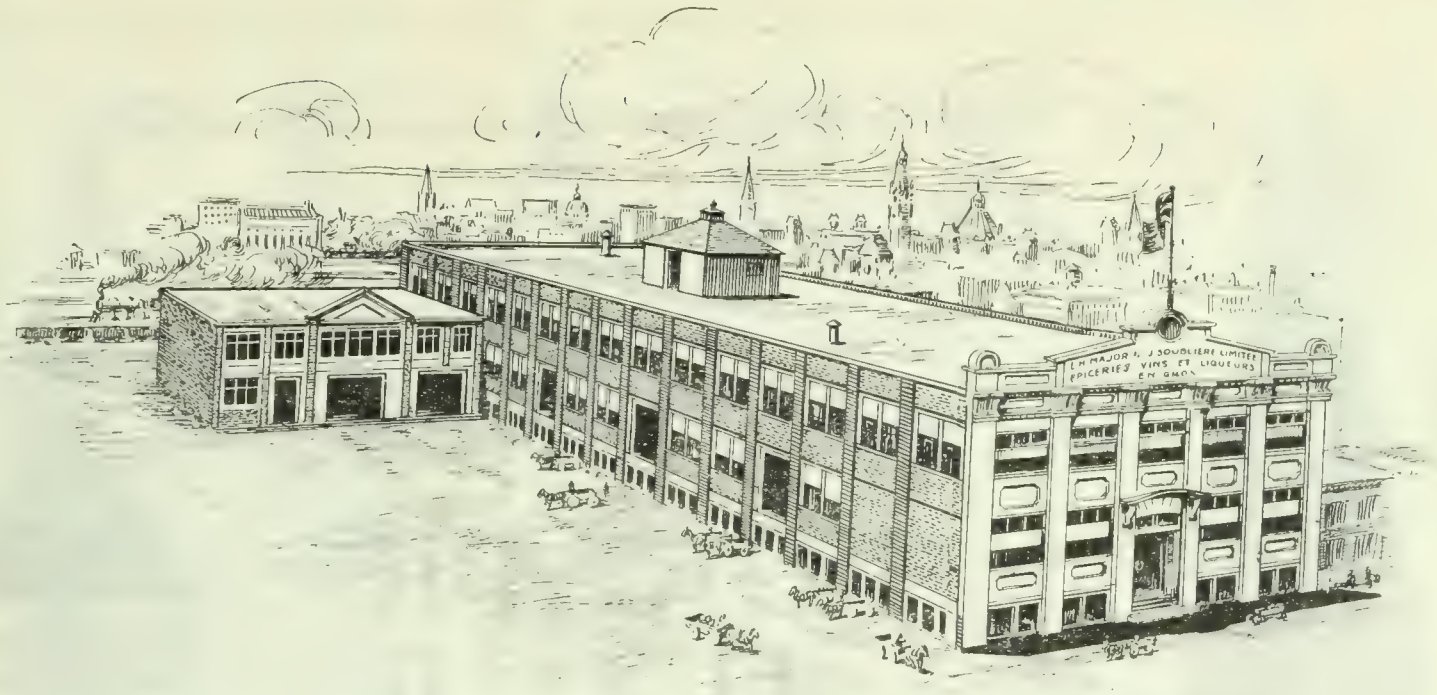
A big consumer demand is sure evidence of sterling quality—no amount of advertising, no matter how aggressive, can retain that demand if the quality is not dependable.

BUT when superior quality, and aggressive advertising are combined as in the case of *JAPAN TEA* it creates a demand that keeps the Grocer's cash register ringing.

NEW customers are attracted, first customers come back, and old customers are retained when you sell them Japan Tea—the delightfully satisfying product of old Japan.

Keep a display where the housewife will see it.

If any advertisement interests you, tear it out now and place with letters to be answered.



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street - - Ottawa, Ontario

Domestic and Foreign Agencies Solicited

If any advertisement interests you, tear it out now and place with letters to be answered.

E
D S

A guarantee of customer satisfaction

The Temperance Drink most people ask for—

E. D. SMITH GRAPE JUICE

E
D S

The trade-mark of Made-in-Canada quality

THE E. D. SMITH Brand is the most economical for your customers, its strength and purity making dilution with water necessary before using.

The Natural Concord Flavor wins approval right from the beginning.

Wideawake grocers everywhere find it profitable to keep a stock well displayed. A little suggestion is sufficient to start steady "repeats" flowing in.

Begin to-day by sending an order to any of the following:

E. D. Smith *and* Son, Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S Mincemeat

We recommend for your consideration the following attributes of

CLARK'S MINCEMEAT

1. Careful selection of the purest and best materials.
2. Perfect balancing and blending of the various ingredients.
3. Elimination of the necessity for additions or preparation.

Ready for use.

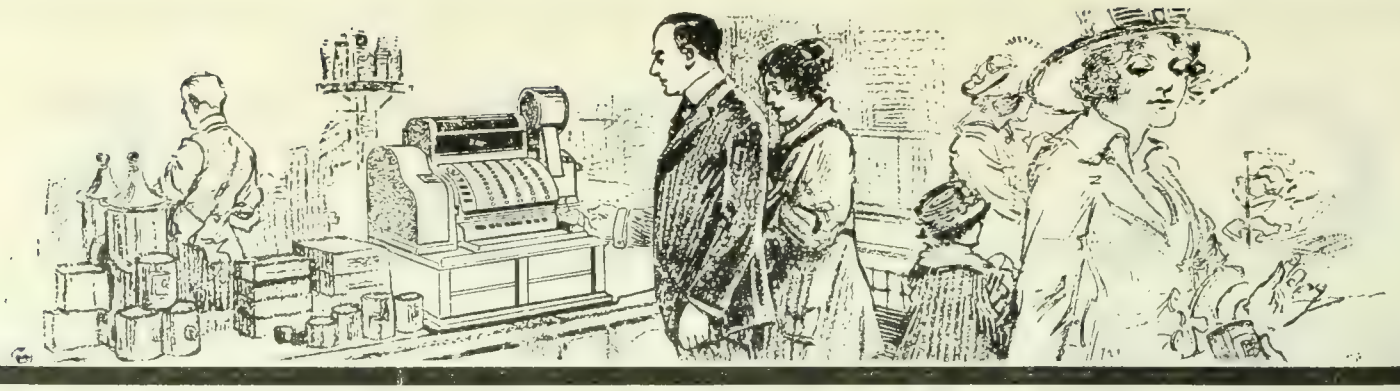
4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

SELL GOOD GOODS—YOU'LL BRING GOOD TRADE

W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



Plan now to make your Grocery more profitable in 1917

With a complete National Cash Register to stop the leaks and losses that hold you back, your business will pay you a greater profit in 1917 and the years to come

It is getting late to help your 1916 business, for the year is almost gone.

The future lies before you, and you can make it what you choose.

Will you put in new methods to help you to make you more money in 1917, or will you stand by the old methods that hold you back?

National Cash Registers have helped more than a million merchants to become more prosperous. Users everywhere tell us so, What they endorse it will pay you to investigate.

Think, plan, and decide. Our factory is full of orders and registers cannot be shipped on short notice. Give us time to build, ship, and install your register before the new year starts by placing your order now.

For further information write our nearest agency, or direct to

The National Cash Register Company, of Canada, Limited

Toronto, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

The market information supplied by the California Fruit Growers Exchange to its 8,000 members is largely responsible for the generally satisfactory distribution of California citrus fruits.

Markets are now seldom oversupplied or under-supplied. Distribution is uniform. If the growers were not informed of the condition of the various markets there would be little profit to the trade in handling oranges and lemons, because markets would be glutted and starved, alternately, and no jobber or retailer could buy with the assurance that he could sell at a profit —no matter what he paid.

This service is only one of several services performed by the Exchange for the benefit of itself and of the entire fruit trade. Through national advertising it has increased the consumer demand for all citrus fruits — but particularly for Sunkist—and through its Sales Department it enables dealers to get the full benefit of this increased demand.

Free store cards and window displays that help to sell Sunkist fruit will be sent to dealers from any of our branch offices upon request.

If you are not in close touch with the Exchange you are missing co-operation which would help you in your business.

California Fruit Growers Exchange
A non-profit, co-operative organization of 8,000 growers
MAIN OFFICE: LOS ANGELES, CALIF.

Canadian Offices:

Calgary, Alta. — Toronto, Ont.
Montreal, Que. — Vancouver, B.C.
Regina, Sask. — Winnipeg, Man.

The Unstinted Approval

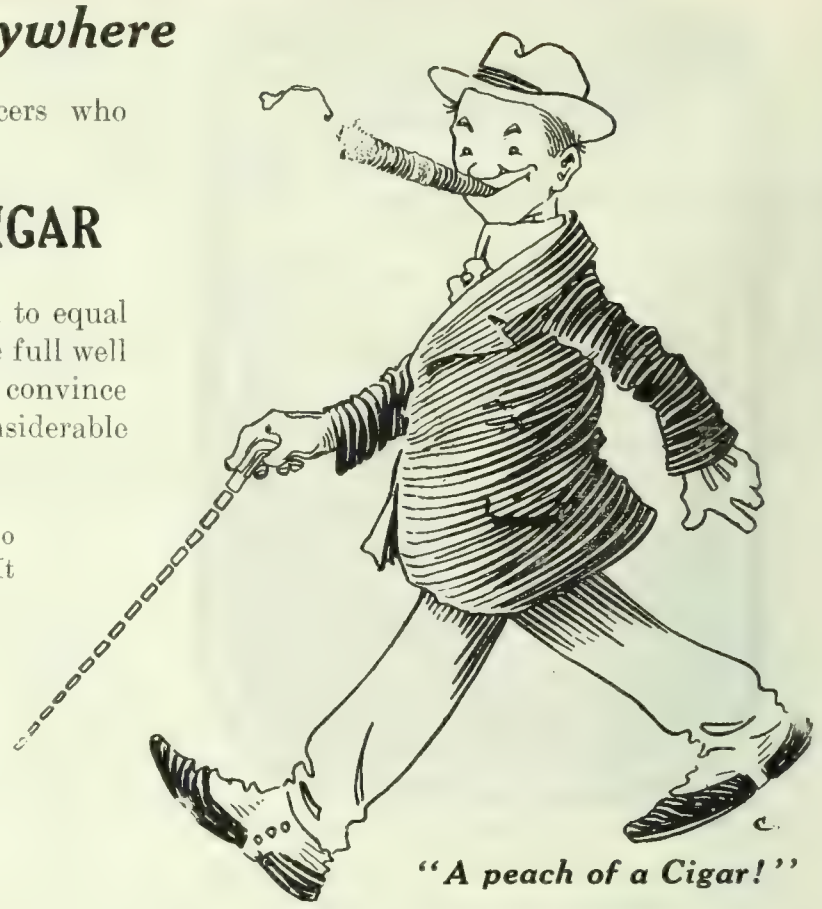
of critical smokers everywhere

is bringing good tobacco profits to grocers who feature the

ORLANDO (Invincible) CIGAR

For real sound satisfaction-giving it is hard to equal this popular three-for-a-quarter line. A case full well displayed will pull results good enough to convince you that your tobacco business is worth considerable attention.

ORLANDO is paving the road to bigger profits for other dealers. It will do the same for you.



"A peach of a Cigar!"

W. R. Webster & Co.
LIMITED

Sherbrooke, Canada

Do you wish to place your product in the Western Markets?

We are open to quickly and firmly place it there, provided, of course, that it doesn't compete with any line we already carry.

Our Army of trained salesmen cover Western Canada from the Great Lakes to the Pacific Coast. Think what a splendid opportunity this affords you to have your product properly introduced to the markets of this vast and prosperous country.

Our terms are very attractive. Send us a card for full particulars.

Donald H. Bain Company

(Successors to Nicholson and Bain)

Manufacturers' Agents and Commission Merchants

WINNIPEG, MAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Big 10c value that retails at 5 cents

Feature the line that leaves you a good profit and gives your customers double value.

Babbitt's Cleanser

A full weight package of the best cleanser on the market retailing at 5c. A seller everywhere.

Added attraction—Premiums for trade-marks.

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

You can safely sell

GIPSY
Stove Gloss

to your most discriminating customers. And aren't some of them particular!! GIPSY represents a successful endeavour to make a stove polish "better than the best." Be good to those particular people and

Order "GIPSY" from your Wholesaler.

HARGREAVES (CANADA) LIMITED,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba: O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

Its selling record is the surest proof of its superiority

The fact that the Sales of Cow Brand Baking Soda are steadily increasing is the most conclusive evidence of the housewife's confidence in it. Cow Brand quality never disappoints—it is always high grade, always in demand.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
8 46

If any advertisement interests you, tear it out now and place with letters to be answered.

THE sale of ordinary coffee is pound by pound, each sale a separate task. But you need sell a customer one pound only of Chase & Sanborn's. He will buy it after that of his own choice.

CHASE & SANBORN
MONTREAL

CENTURY SALT

is a "repeater" worthy of a prominent place on your sales counter. A trial will convince you that the housewife appreciates the splendid quality and "full value for money" embodied in this high grade table or dairy salt.

Century Salt is putting dollars and cents in dealers' cash drawers everywhere. You will find it just as dependable. Order a supply through your wholesaler or direct. Ask for quotation on assorted car loads.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Y & S STICK LICORICE
48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

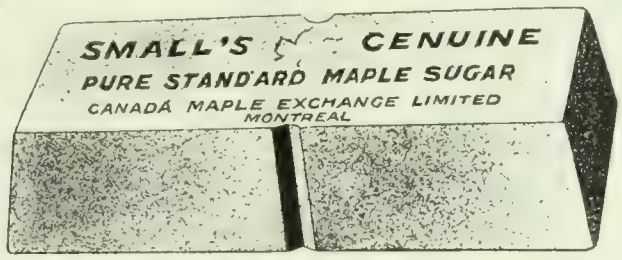
If any advertisement interests you, tea it out now and place with letters to be answered.

SMALL'S STANDARD BRANDS

Small's Standard Brands of Syrup, Sugar, Maple Butter, Molasses and Confectionery are Tested, Stamped, Sealed prior to packing, and labelled in conformity with Pure Food Regulations.

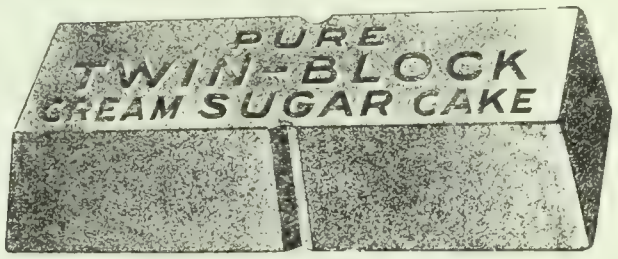
In no single instance has Small's Standard Brands failed to meet the Inland Revenue requirements.

Merchants handling same are free to do so absolutely without risk



"Small's Maple Butter Cremo" is the original, having been on the market for the past 30 years.

Retails at 20c per lb.; is Rich, Creamy and Delicious, in many instances is an agreeable substitute for the best Dairy Butter.



At all jobbers throughout the world or

Canada Maple Exchange, Montreal

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

12-14-16 JOHNSTON STREET TORONTO, CAN.

McVitie & Price's BISCUITS

"IMPORTED"

Fresh Supplies for Xmas Trade have arrived at the following points:

NOVA SCOTIA	C. E. Cheat & Co., Halifax
NEW BRUNSWICK QUEBEC & ONTARIO	McVitie & Price of Canada, Limited, Montreal.
MANITOBA	Richards & Brown, Winnipeg.
SASKATCHEWAN	Campbell, Wilson & Strathdee Limited, Regina.
ALBERTA	Campbell, Wilson & Horne Limited, Lethbridge, Calgary, Red Deer, Edmonton.

For prices and stock lists write your nearest agent, or

McVITIE & PRICE of Canada

Limited

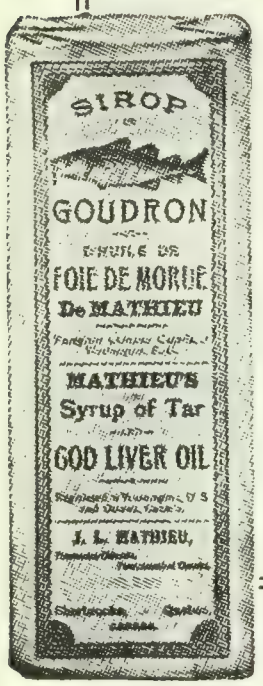
MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuits of Britain."

If any advertisement interests you, tear it out now and place with letters to be answered.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

TRADE MARK
KEYSTONE BRAND
REGISTERED

Use a Keystone Broom

in Your Own Store and Home

Then you will understand why women demand the "Nugget" Broom by name. **You** will appreciate the satisfaction of a green corn broom, exceptionally light in weight and yet which will not turn up at the ends or break off. It is a well-made broom throughout.

Write for prices, etc., to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.

Are you selling Bowes' Mince Meat?

Other dealers are, and they find it always worth while to keep a little display on the counter where the housewife will readily see it. They find it worth while because the profits are good, and because Bowes' Mince Meat gets the customers coming back for more after a first trial.

Discriminating people are particularly pleased with the delicious goodness of this quality Bowes' Product. Don't hesitate to recommend it to your most particular patron.

Test its selling value through a trial supply.

The Bowes Company, Ltd.
72-74-76 Front St. E., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

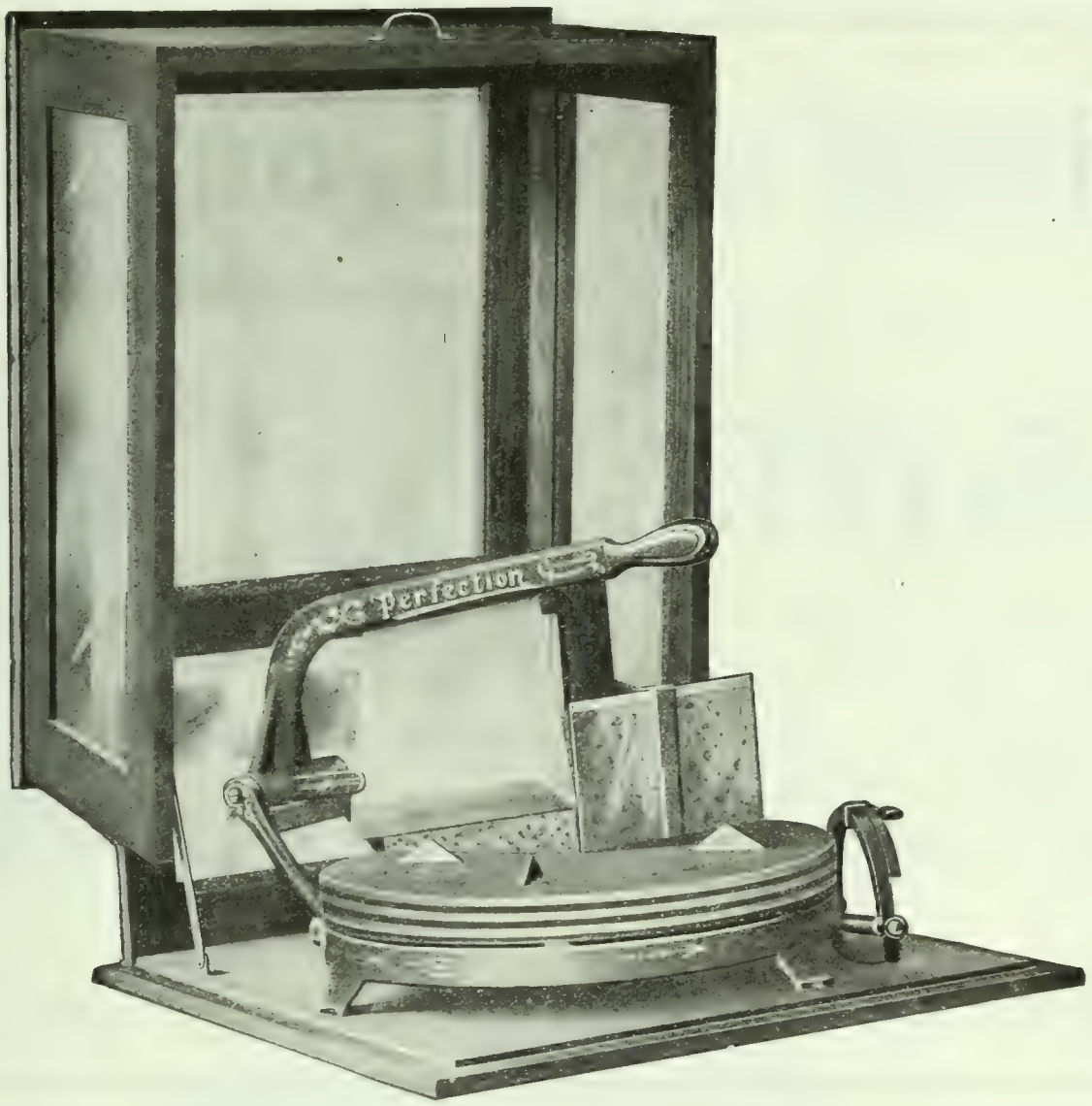
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES WITH CABINETS AND PEDESTALS.

IT SAVES ITS COST in a few months and lasts a lifetime.

BUY IT NOW.

American Computing Company

HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER.

BUY IT NOW.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4653

It's the repeat business that counts

And this is just the kind of business that **Tartan Brand Products** are bringing to aggressive grocers in every community.

We don't care how hard-to-please your customers may be they will find the high quality of Tartan Brand goods entirely satisfactory.

Your next order of **Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc.**, should specify Tartan Brand—then you will realize what great "repeaters" they are.

Our mail order service is prompt and satisfactory. We carry a full line of Fancy Groceries, Foreign and Domestic.

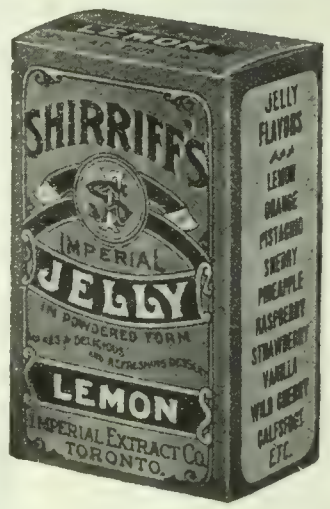
BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

Shirriff's Sell on Sight

It takes time to sell any line that does not possess the splendid reputation that Shirriff's enjoy. Sell this line that needs no talk.

Shirriff's Jelly Powders



bring to a woman's mind a picture of beautiful, sparkling jelly, easy to make, and delicious quality that makes her a continuous customer. There is a fruit flavor for every taste. Put Shirriff's where they can see it.

If you do not sell Shirriff's Jelly Powders, write for particulars.

IMPERIAL EXTRACT CO., TORONTO

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

This grocer was only selling tea to 2 out of 17 customers.

A Toronto grocer the other day found that out of seventeen customers he personally called on when taking orders, he was only selling two of them their tea. It was a very decided surprise to him.

Have *you* made this test? Do you actually *know* how many of *your* customers you are selling tea to? Unless you do, you will find it well worth your while to take the time yourself or have your clerk do it. You may also have a surprise in store for you.

The case mentioned above is not an isolated one. Many merchants have mentioned to our travellers that they are not selling nearly as much tea as they were. What is the reason?

Perhaps like the above merchant you have been assuming that your customers wanted *cheap* tea and have been selling tea that it was very easy for the tea pedlar to match, as all bulk teas *look alike* to the average consumer.

In selling Red Rose Tea to your customers you are selling them a tea that you know will please them and that every package is absolutely uniform and tea that pays you fully as much net profit (usually more) than you can possibly get on a bulk tea.

If any advertisement interests you, tear it out now and place with letters to be answered.

—a sales puller from the word "go"

If you fully realized the Sterling selling merits of **SAVORA** you would never be without a good supply of this delicious appetite-whetting condiment.

As an appetizer with meat, fish, salads, etc., "**Savora**" has no equal. Your customers will be quick to appreciate this fact. Introduce it to them and their repeat orders are assured you.

May we book your order to-day?

MAGOR, SON & CO., Limited

30 Church Street, TORONTO — 191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Housewives Like Package Goods

They like clean, strong bags and cartons which can be used without emptying.

LANTIC SUGAR

packed at the refinery is the favorite sugar of Canadian women.

2 and 5 lb. cartons. **10, 20 and 100 lb. bags.**

Atlantic Sugar Refineries, Limited

St. John, N.B. **Montreal, Que.**

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, NOVEMBER 24, 1916 No. 47

Potatoes Still in the Limelight

Facts and Figures From Various Sources—New Brunswick Farmers Getting $3.50 and $3.75 Per Barrel—Are Merchants Doing Well to Refrain from Buying?—One Dealer Thinks Not, Predicts Higher Prices.

THE potato still continues to occupy a good deal of space in all newspapers of the country, but more especially so in Toronto and Montreal. Accusation of enormous profits are made and threats of investigation and prosecution have been numerous. The threats have not materialized, but the campaign has unquestionably had its effect. It has for the time being killed the sale of potatoes, at least in Toronto. Whether there is any advantage to be gained thereby either by wholesaler, retailer or consumer has yet to be decided.

The newspapers having started out with the proposition that the wholesaler was a highwayman, have since been blind to any other view.

How Potatoes Are Selling Across the Line

CANADIAN GROCER print herewith a few facts that may aid the retail buyer in deciding the matter for himself.

From a United States Department of Agriculture bulletin of recent date the following market reports are gleaned: Boston—86 cars arrived, 166 held over, selling $1.60, $1.65 per bushel; Cleveland—21 cars arrived, selling $1.65, $1.80 per bushel; Cincinnati—best quality, selling $1.72, $1.75, poorer $1.65, $1.70; Detroit—Whites, $1.75 per bushel, Green Mountain $1.85 per bushel; New York—195 cars unloaded, market slow, Maines selling $1.70 to $1.75 per bushel; Philadelphia—30 cars arrived, 128 held over, prairies $1.65, $1.70 per bushel; St. Louis—Northern Whites, $1.53 to $1.60 per bushel.

On all the American markets prices seem to range about $1.70 per bushel. This is equivalent to $2.30 per bag of 90 pounds, the Canadian standard. It is evident, therefore, that the high prices are not a matter of Canada alone.

H. H. Hatfield, of Hatfield & Scott, Hartland, New Brunswick, a large operator in New Brunswick potatoes, was seen by a CANADIAN GROCER representative, recently.

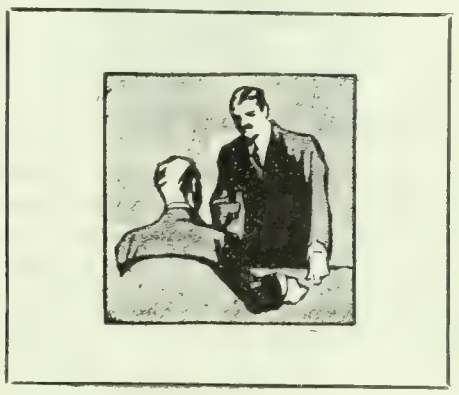
American Buyers Offering $4.00 Barrel

"When I left New Brunswick," said Mr. Hatfield, "there were practically no potatoes being offered by the New Brunswick farmers. Our prices are determined by the prices in Maine, only four miles across the border, and as you will notice by these Department of Agriculture reports sent out from Washington, the price for the last four weeks has been $4.00 per barrel of 165 lbs. According to the same official report, Maine farmers were contracting freely at $5.00 per barrel for February delivery."

Mr. Hatfield told CANADIAN GROCER that he had six cars of potatoes at the moment on the track which he had refused to sell at $2.00 per bag, for the simple reason that all of them had cost not less than $2.20 per bag to lay down.

Mr. Hatfield had sworn affidavits on these six cars, proving that the prices paid to farmers had been in no instance less than $3.85 per barrel and from that to $3.55 per barrel. With the charges for loading freight and similar incidental expenses these affidavits proved that the value of these potatoes on the track here was no less than $2.20. These affidavits are at present in the hands of District Attorney Corley, of Toronto.

The real cause of the high cost of potatoes, said Mr. Hatfield, was the crop scarcity. Ontario and Quebec had very little available. The West had a fair crop, but with the coming of cold weather that crop was directed to the United States.



Prince Edward Island had a good crop, but the quality was not the best. They were large, rough, bluish potatoes. Carleton, Victoria and York Counties were the chief potato points in New Brunswick, the potato grown there being the Green Mountain, or Delaware variety. This small section lying right on the border of the United States had to bear an enormous drain from that country, where prices were higher than they are here. Besides this, 3,000 barrels per week had been shipped to Cuba.

Evaporated Potatoes for the Army

A new demand also had been created in evaporated potatoes for the army. "Why," said Mr. Hatfield, "very few people know anything about this, yet there is a factory in Belleville that evaporates 90,000 lbs. of potatoes per week for shipment to the army in France, and this is only one of twenty evaporators that are handling almost as much stock."

Mr. Hatfield scoffed at the 95c price that some of the papers had been stating as a market price in New Brunswick. "At that price," he said, "we could afford to pay 25c more a bushel and turn them into starch. Starch is worth 12c a pound."

The average price paid to the farmer in New Brunswick, he stated emphatically, for the past few weeks, has been $3.50 to $3.75 per barrel. When you remember, he continued, that the freight rate to Toronto is 22c per 100 lbs. Add to these charges cost of papered cars and heating expenses, it will be seen that they cannot be laid down in Toronto for less than $2.18 to $2.25 without any profit to the wholesaler.

"It looks like a large price to the farmer, but," to Mr. Hatfield, "not more than they deserved. Two years

ago the New Brunswick farmer had sold his potatoes for 40c per barrel and even less. Then, too, potatoes are grown on potash fertilizer. Germany controlled the potash supply of the world, and the commodity alone had increased 50 per cent., an added charge on the grower, and everyone knows how the cost of labor had increased."

Newspaper Campaign Misleading Retailer

The newspaper campaign, Mr. Hatfield thought, had done untold damage. Many people, misled by the newspapers, had refrained from buying, or cancelled their orders, hoping for lower prices that could not come.

Unless higher prices were paid in New Brunswick, Mr. Hatfield felt sure that the potatoes would unquestionably go to the American, Cuban and European markets, where the prices were higher.

Potato Exchange Not a Combine

Mr. Nellis, of the New Brunswick Potato Exchange, Scott Street, Toronto, was quite heated over the charges made by some newspapers that his company was a combine. "It is nothing of the sort," said Mr. Nellis, "it is merely a brokerage firm, to save the necessity of keeping half a dozen or more salesmen in Toronto."

There were no cars being held in Toronto, he stated, any longer than it took to unload them. Even suppose there were a hundred cars, his firm had often sold forty cars a day. The railways, too, had begun to change their tune, he said, if, indeed, they had ever made the statements credited to them. Mr. Nellis' opinion was that some disgruntled car checker, suffering from cold feet from tramping up and down the track, had given the Toronto *Star* reporter the opinion that was so glibly described as official.

That the wholesalers were not the guilty parties was evidenced by the fact that one of their own cars, ordered placed October 26, had not been placed by November 20.

The only holding of any quantity that Mr. Nellis knew of was that of one man who had 30 cars in warehouse. This, however, was just to cover an army contract he had, and not with any idea of waiting for an increase in price.

Two Sides to the High Price Question

Richard Palmer, of White & Co., Toronto, states in a letter to the Toronto *Globe* that most of the cars of potatoes entering Toronto are billed to smaller towns in Ontario, that are naturally fed through Toronto. Speaking of the way prices vary, Mr. Palmer says:—"Only last June our Mr. Herbert England, auctioneer for the Toronto Fruit Auction Company, sold for the Canadian Northern Railway in their yards, with a good attendance of buyers, five cars of fairly good potatoes, the first car selling at $305, second car $215, third car $205, fourth car $50, fifth car $235. These cars contained approximately 550 to 600 bags of potatoes and weighed 91 lbs. per bag. He also sold during the same month for the C. P. R. six cars of potatoes, approximately 550 to 600 bags in each car, for the total sum of $48 for the six cars. He also sold three cars for the G. T. R., first car $200, second car $150, third car not sold, each containing from 500 to 600 bags. Who got these potatoes? The consumers got the entire train loads, at these ridiculously low prices, at a tremendous loss to the dealer and the farmer. Now that the consumer is paying dear for potatoes, he forgets the great bargains he had during the month of June. All the cars of potatoes mentioned above cost, delivered in Toronto, $1.55 to $1.62 per bag of 91 lbs. The loss to the farmer and dealer was almost colossal.

"In reference to cars on tracks, the consignees are doing their best to have these unloaded, as they have two enemies to fight: danger from frost and the rapid spreading of dry rot. Already one dealer has lost two cars of potatoes, frozen while en route from Saskatchewan.

"As to present prices of potatoes, they are costing the dealer $2.10 per bag, bulk. To this must be added extra charges, such as bagging at 30c per hour, bags from 6c to 8c, and the expense of drawing all potatoes from Cherry Street to the centre of the city."

Is the wholesaler a highwayman? Such statements have been made. Is he a legitimate business man, doing business on a small profit? The wholesaler certainly looks at himself in this favorable light.

The CANADIAN GROCER has printed a good deal of thoroughly authentic information dealing with the situation With this before him, the retailer may safely decide for himself the answer to these questions.

A Small Debt Court for Ontario

Legal Methods to Collect Small Debts—Present Methods Too Costly—Division Court the Only Channel—Costs as Much to Collect $5.00 as $1,000 — Beneficial Movement Fostered by Retail Merchants' Association

ONTARIO'S legal machinery for the collection of small debts works a real hardship to the merchant. It would be interesting to calculate what is the net loss to the grocery trade in a year from small uncollected accounts under the amount of $5.

Five dollars in itself is not a heavy loss, but when there are a number of these small accounts they make quite an inroad into a grocer's profits.

We have machinery for collecting accounts, of course, satisfactory enough where fairly large amounts are at stake, but too cumbersome and costly for small items. Very few merchants consider a small debt of $5 or under worth taking legal measures to collect. Some have attempted it to their sorrow. A Hanover, Ont., merchant recently undertook to collect an account of five years' standing.

The debt was for a matter of slightly over $3. A judgment was secured against the debtor, but when the case was pressed before a magistrate and the man charged with earning from $1.50 to $2 per day, and with having two sons who paid each $4 weekly for board, the debtor denied these statements; but as the magistrate would not call him as a witness, his denial was not made under oath. Despite that, however, he was let off by the magistrate. Consequently this merchant, beside his initial loss, was out of pocket for his court charges, that would more than double the amount sued for. Many similar instances have rendered it a very rare thing for a merchant to sue for a debt unless the debt rose to very respectable proportions.

This fact has had the effect of encouraging these delinquents to incur debts wherever possible, well knowing that they are practically immune from legal action.

Dismal Prospects in the Division Court

In Ontario at present the Division Court is the cheapest court of appeal. If a merchant wants to collect $1 or $1,000

(Continued on page 36.)

Effect of Weather on Canning Situation

How a Bumper Prospect Became a Practical Failure—Many Factories Never Opened Their Doors—Similar Conditions in United States—Indications Point to High Prices Next Year Also—Some Contributory Factors

"IN the canning industry weather conditions are the crux of the hole situation. Had weather conditions been satisfactory, this year would most likely have seen an oversupply than a scarcity." Such was the opinion of N. Lumbers, of Jas. Lumbers and Co., wholesale grocers, of Front street, Toronto, in speaking to a CANADIAN GROCER representative recently. Continuing Mr. Lumbers outlined the condition that actually existed, that made the year, instead of a bumper one, the poorest in the history of the industry.

"Before the season opened it was estimated that the probable crop of tomatoes would provide a pack of a million cases of tomatoes alone. The public who grumblingly sloshed around in the rain and mud of April and May last, little realized that every rainy day was not only causing them present annoyance, but was adding a certain percentage to the price they would pay for canned goods. Early tomato plants were killed by the persistent wet weather, and when this weather continued up into June, many farmers gave up entirely the idea of planting, as June 1 is generally considered the latest date for planting for the canning factories. After the rainy weather had done its worst, the hot weather began and retarded the growth of the planted crop. Instead of starting to can on August 20, which is the usual date, factories did not open for tomatoes until after Sept. 10. On Sept. 15 occurred the first heavy frost that cleared the leaves off the vines and left the fruit subject to the next frost and prevented any further growth. The result of these conditions was that in place of the million cases that were expected, the gross output of all Canadian canning factories amounted to between 160,000 and 175,000 cases of tomatoes.

"The same condition prevailed with regard to other vegetables. Corn was not canned until the unheard of date of Oct. 10."

"Merchants as a rule," Mr. Lumbers thought, "were still ignorant of the conditions that had existed this year. They were in some cases accusing the canner and wholesaler of making undue profits when in reality there wasn't a canner in the business who had cleared a cent on his labors for the year. One factory in Brant county that was to have packed 10,000 cases of tomatoes packed none at all. Another in Central Ontario that was to have packed 10,000, actually packed only 500. While a Niagara district factory that had arranged to pack 20,000 cases, packed only 2,500. A great number of factories had been actually closed because there were no goods offering. All these factories, whether running on short time or actually closed, had a staff of trained operatives who were paid by the year. Consequently the small pack did not mean a proportionate curtailment on overhead charges.

"The situation was such that early in the spring, seeing how the situation was likely to develop, the canners had withdrawn all offers on corn, peas and beans; this, while they had a considerable quantity of these still in sight still unsold. Only by safeguarding themselves in this way were they enabled to deliver anything like the guaranteed quantity. In tomatoes they could not estimate closely enough and, even to fill the 25 per cent. of their selling, had to buy considerably from the United States."

No effort was made, according to Mr. Lumbers, to induce anyone who had placed orders to actually live up to their bargain. Indeed, where shipping instructions were not sent, the canners themselves had cancelled the orders.

Nor was it only in Canada that these unusual conditions occurred. The United States had faced a similar situation. The prevailing price in the United States was usually 60-65c for threes. Never had it gone over 85c, whereas to-day they are selling at $1.40, and this for Baltimore district stock, which is admittedly inferior to the Candian product. Stock from around Rochester that approached the Canadian more nearly in quality always brought a premium of about 15c."

Another cannery official, in urging the point that high prices are not a condition in Canada alone, gives the present American quotation as follows:—

Tomatoes, 3's .....$1.35 -$1.40
Corn, 2's 1.27½- 1.35
Peas 1.10-up

These prices are per dozen to the jobber and are quoted f.o.b. the factory.

Future Prospects

Nor do the men who should know something of future conditions, paint a very rosy picture for the coming year

R. W. Messenger, of Federalsburg, Md., one of the most prominent of the American canners, speaking in *The Canner*, the Chicago canning paper, says that regarding the coming season canning cost, nobody knows. Anybody who talks of selling futures now according to Mr. Messenger, is "sitting in" at a gambling game. Mr. Messenger figures that tomatoes 3's will cost to produce next year about $1, and 2's 70c. This is an enlightening statement when it is remembered that 70c for 3's has been about the top figure for production up to the present.

The National Canners' Association also sounds an alarming note in a bulletin sent out from their Washington office, Nov. 4. In urging individual canners not to sell future deliveries, it notes the following increase in cost charges: An advance in seed prices of about 75 per cent. No. 2 cans increased 8c per dozen. Labels, 50 per cent., while the cost of boxes has added 1 cent a dozen to the cost price.

All these conditions prevail on this side of the line. In addition tin plate has advanced 100 per cent., which will mean, according to an accepted authority 10-20c per dozen increase over this year. And this year showed a very marked increase over the former year.

What are the probabilities for next year? One man's guess is as good as another's. With these facts before him every grocer may draw his conclusions.

RAISIN CROPS DAMAGED

Some wholesalers on the Toronto market have received cars of raisins that showed unmistakable signs of having been effected by the heavy rains that caught the grape crop of the Fresno section of California some time ago.

It was estimated at the time that this five days' rain had affected the raisin grapes so badly that fully one-third of the crop of that section would be a total loss. As this is a very heavy growing section, the loss was a very material one and caused an immediate increase in price of 2c per pound.

The arrival of cars of inferior raisins from this source, makes it appear that either through mistake or otherwise, affected grapes have been processed. It would be wise for the grocer to assure himself that the raisins he buys are of first-class stock, though it is not likely that these inferior goods would be marketed through the usual channels. The consignees refused to accept these cars and where they will be disposed of is not known.

F. C. Higgins, Toronto, Ont.—"Your efforts to make CANADIAN GROCER of value to its readers have quite succeeded. It is an excellent trade paper, none better."

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, NOVEMBER 24, 1916** **No. 47**

ANOTHER week or so and we'll be right into the swing of the Christmas trade.

* * *

PEOPLE will bask more than ever this year in the expansive smiles of old Santa Claus if only to find surcease from the sorrow the war has wrought.

* * *

EVERYTHING scarce, everything dear, profits smaller and expenses higher proportionately—and yet the public thinks the grocer is enjoying a bonanza!

* * *

"Perlmutter & Co., iron and metal merchants, of Dusseldorf, have gone into bankruptcy."—News item.

IT IS quite apparent that Mawruss should have stayed in the cloak and suit business. If Potash is a partner still, imagine the things Abe has been saying!

* * *

THE Toronto *Star's* market reporter noticed some merchants selling Cuthberts, Baldwins and Russets by the barrel—Rather a novelty. The Cuthbert is a raspberry not an apple. Possibly the scribe meant Culverts.

THE USE OF WAR STAMPS

A NUMBER of merchants, confused by the fact that Oxo, Steero, Bovril and similar meat extracts hail from across the border, have believed that they come under the operation of the latest Government tariff, and consequently require war stamps.

It is to be noted, however, that this clause of the tariff applies only to proprietary or patent medicines and kindred articles. Foodstuffs, to which this little group of commodities belong, do not come under the clause and can be sold without any restriction.

This is a point worthy of notice. In these days of high prices even the price of a one-cent stamp may prove something of a burden.

WINNIPEG CITY "MILKMAN"

THE City fathers in almost every community have been talking themselves hoarse over the high cost of living problem, and the measures to be taken to curb the so-called extortionate profiteering of certain trade agents.

In most instances it has not advanced from words to thoughts, much less to action. The Winnipeg City Council is an outstanding exception. Whatever the merits of the case, they have at least done something. They are asking the legislature for powers to go into the bread-baking, dairying and fuel business as a municipality. They have even advanced so far as to choose a location on the Stony Mountain quarries that belong to the City and are contemplating the expenditure of half a million for the erection of the dairy plant alone. Of course the citizens will have to pay for this and it is questionable whether milk will be much cheaper in the end.

THE GROCER AND THE PUBLIC MARKET

ONE of the cure-all remedies that the daily press is so fond of offering to a harassed public suffering in the era of high prices, is the Public Market. Now CANADIAN GROCER is no foe of these institutions. They have served and still do serve very useful purposes.

But to argue that they are any great remedy for the existing conditions is sheer folly. Many a housekeeper is urged to visit the market as though it were some golden Eldorado where goods could be had for the asking.

There are bargain days—lean days when buyers are few, when the farmer's fingers are numbed with

cold. Then there may be bargains for the few, for the essence of the situation is that few shall be there to profit.

The farmer of to-day is a business man first and farmer after. The days when he took what was offered are gone. Now he is armed with knowledge. He is no dupe of the public. He is the producer, the man with the goods, the man with the knowledge of what these goods are worth. He is posted on the markets. This gives him something very like a strangle hold on the public purse.

Few grocers are making an excessive profit on their market produce. They can buy in quantities that justifies the farmer as a business man in giving them a fair margin of profit. Thus the public is beginning to see that their own grocer will probably deal as well by them as the best of public markets.

Note the clipping from the Toronto *Globe's* market report of recent date:

Mrs. Buylow carried a woefully light basket away from the North Toronto Market on Saturday morning.

"It's getting to be as bad as the stores," she declared. "The prices are awful," and a man with an empty basket on his arm joined in her complaints.

"I'm on a diet," he said, "and I'm almost living on cabbages, and here they're asking $1.25 a dozen for them - not even ten cents a piece."

There were cauliflowers, large and small, four nice little ones for a quarter, and bigger ones were fifteen and twenty cents, but Mrs. Buylow knew a shop in her own vicinity where she could buy a small measure of delicious, tiny ones for twelve cents.

"I'll cook them with the tender green leaves on and there'll be enough for two meals," she said, and left the market cauliflowers behind her.

WASTAGE AND THE HIGH COST OF LIVING

A FAMOUS Pacific Coast manufacturer of mustard was queried as to how he had made his fortune. "By means of the mustard people leave on their plates," he replied.

The law of Supply and Demand is one of the most popular figures in our public life to-day. But what of the supply that never gets to the demand? It's the apples you don't eat that makes those you do eat so costly.

According to official figures the American crop of apples this year is estimated at 67,670,000.

Those adept at figures will discover that this is nearly 200,000,000 bushels, or two bushels for each man, woman and child in the United States. Check off the very young, who are not yet equipped for nibbling apples, the very old who have ceased to be so, the dyspeptic who daren't and the misguided individual who doesn't want to. You have possibly four bushels for every man, woman and child who wants an apple.

Contemplate the task of eating four bushel of apples alone and unassisted! How many of our neighbor's hundred million have had a chance to try. Probably the majority hardly see an apple. Where does the surplus output go? Nowhere. It is the wasted mustard on our plates. And what we waste in a large measure decides the price of what we save.

In our own country, what of the thousand barrels of early apples that rotted on the trees, because they could not be handled fast enough What of the city markets glutted with small fruits, selling at glut prices—and the smaller centres paying for them as though they were gold? What of the wide waste of eggs in candling, that more modern methods of collection might save? What of vegetables thrown to the hogs, when they might have made life easier for humans?

Are we not paying too high for what we waste?

THIS WAY TO THE MILLENIUM

DR. KAISER of Oshawa, has discovered a reason for the high cost of living. He tells about it in the Oshawa *Reformer* and it is a new one. We doff our hats to the doctor. Moreover it is backed by figures, lots of them going back to the year 1841. The figures were in the census reports, but no one has thought of arranging them this way before.

We of the cities are to blame. We have spurned the hen and cow from our midst. Here is the proof:

City.	Population	Hens	Cows
1891			
Montreal	216,650	8,353	1,290
Toronto	181,220	16,714	500
London	31,977	9,466	203
Hamilton	48,980	14,728	291
Ottawa	44,154	10,574	621
Quebec	63,090	9,360	1,698
Total	586,101	69,190	4,602
1911			
Montreal	470,480	2,829	272
Toronto	376,538	21,226	29
London	46,300	4,594	72
Hamilton	81,969	2,135	21
Ottawa	87,062	4,763	54
Quebec	78,180	3,720	859
Total	1,140,529	39,267	1,307

During these years it appears the population of the cities have increased 100 per cent. Not so the cows and chickens—400 per cent. decrease for the former 90 per cent. decrease for the latter.

Here lies the doctor's argument. We grumble at the high price, but are ourselves responsible. If our hearts had beaten high at the cheerful clarion of our neighbor's rooster at 1 a.m. instead of legislating him from our midst, we would not now be paying 75c a dozen for eggs. If the placid cow were still an ornament of the city home we would not now be paying exorbitant figures for butter.

The answer is simple. At least so it seems to Doctor Kaiser, "Teach your boy to milk a Jersey cow instead of going every night to the movies." Bring back the chickens to our midst and "it would not take many months to restore the good old days when butter was 20c a pound and eggs 15c a dozen.

The Manufacturer or the Jobber?

Which of These Agencies Best Serves the Retailer's Needs—Is Any Verdict Possible?—The Case for both Parties—Interesting Opinions From Many Sources—A Diversity of Opinion is Shown

A MANUFACTURER asked CANADIAN GROCER recently from whom the retailer prefers to purchase—the wholesaler or the manufacturer?

"If," said he, "the retailer prefers to buy from the jobber, the manufacturers would be glad to know it. If, on the other hand, he prefers to buy from the manufacturer, the jobber would like to know it."

He suggested that we get the views of a number of retailers in the different provinces. Retailers were, therefore, asked this question, and a great many replies have come in from across the country.

It would probably be easy for a certain straightened line of argument to prove the case for either party. But when it was proved, it would be at best the opinion of one man and hence open to prejudice, subject to mistake and narrowed by a limit of vision. Therein lies the difficulty of even discussing such a question—to keep broad enough to be free from local prejudice and with a wide enough horizon to leave room for many opinions.

In the nature of such a discussion there can be no absolute verdict. No judge and jury can sit upon the merits of such a case—arguments may be raised by each side, which to them would seem conclusive, but in the end they are not verdicts, but opinions. Yet opinions, while they settle nothing, still furnish vital interest, possibly too of as much value as a verdict in this case, because they present the two sides of a case and leave it to the individual to form the verdict for himself.

The question was formed as follows: "Some dealers prefer to purchase their goods through jobbers, and others direct from manufacturers. From whom do you prefer to buy? What are your reasons?"

Two Sides to Question

The answers received at least indicated that there were decidedly two sides to the question.

For instance, a dealer in Granton, Ont., suggests the gradual elimination of the jobber, and the extra expense of his commissions; while from Ingersoll, Ont., comes an entirely different viewpoint, the writer believing that the jobber is a good friend of the merchant, and, while he does make a living out of it, the merchant has no reason to feel that others are not justified in so doing besides themselves.

A Brockville, Ont., merchant is a strong champion of the jobber. This is not unnatural, perhaps, as Brockville is a strong jobbing centre. He claims that the jobber being on the spot is more directly in touch with the customer. He can learn of errors, judge of them for himself and make such corrections as the case may demand. The manufacturer being farther removed, and dealing in a more impersonal way with his customer, is often not as ready to make such adjustment, or the difficulties of finding a common ground will often delay an adjustment so long that its value is nullified.

On the other hand, a merchant in Elora, Ont., states emphatically that he gets a better deal from the manufacturer in most instances.

Advantage to the Small Buyer

A dealer in Ingersoll notes one of the big arguments in the count for the jobber: "**you can buy smaller quantities.**" After all, the bulk of the grocers are doing business on a comparatively limited capital, and being able to buy in small quantities "and get better variety," as the merchant says, is an argument not to be treated lightly. There is no question but that this one point is one of the greatest things the jobber has in his favor.

A merchant of Arthur, Ont., thinks that job lots—and there is often good money in the buying of job lots—can be better bought through the jobber than the manufacturer.

The matter of delivering, too, is of vital importance. From Tweed, Ont., comes this answer: "Parties with small capital can buy more advantageously from the jobber. They can get better varieties of goods from this source, and they can get them when they are needed. A mixed order can be shipped from the jobber by return mail. If the same order were bought from the different manufacturers represented it might be weeks before some of the goods arrived."

"There is no question as to the advantage here, for there is nothing that can injure a merchant more than to be out of goods that are being called for every day." This would appear to be a very strong count in the argument. A Hensall merchant backs the opinion strongly. "The jobber carries the goods in stock and may be readily got at. He is open for rush orders, and can get the goods out when often they are hard to obtain from the manufacturer."

The Case of the Small Merchant

"Then what of the small merchant, who buys a dozen of this, a case of that, and two dozen of the other? Who is to supply his needs? The manufacturer could not handle this business without materially increasing his handling machinery.

"The small man never gets a chance of buying from the manufacturer, even if he should wish to do so. The small buyer in the cities and in the country, into whose stores the manufacturers' representatives do not penetrate, are in themselves a strong plea on behalf of the jobber. It is the plea of a need that cannot otherwise be filled; they are dependent on the jobber."

Favorable to Both

A Port McNicol, Ont., merchant divides his affections between the two. But while he admits the advantage of buying from the manufacturer in certain instances, he has yet a warm feeling for the jobber. "It would be a mistake to do without the jobber," he says, "even if it were possible. In most cases he is the selling force of the manufacturer. He helps to distribute the goods to keep the factories going, and in many such ways is a great benefit to the country."

An Eastern Ontario merchant's opinion is not clearly defined. He buys from the jobber because it enables him to buy lesser quantities. He can see "the advantage of buying direct from the manufacturer." But he also notes "the danger that might arise. If robbed of his field, the jobber might turn his attention to another and begin to enter into direct competition with the retailer by selling the public direct. As the jobber can usually buy more advantageously, he would prove a formidable rival in this field."

The Case for the Manufacturer

So much for one side of the argument. What may now be said for the manufacturer? Can the dealer buy direct from him with greater advantage than through the usual jobbing channels?

Well, there are many merchants that have something to say in defence of this opinion.

A Shediac, N.B., merchant lays marked emphasis on the point of responsibility. "The manufacturer sells his

goods under his own brand. In other words, he assumes direct responsibility for them. When delivered through the jobber, they often bear no name at all. Consequently the jobber does not assume the same measure of responsibility as the man who originally put up the goods."

A merchant of Arthur, Ont., states his reason for buying from the manufacturer in somewhat similar terms. "They are always behind their goods."

The question of freshness of goods also comes in for a good deal of consideration. From Tweed, Ont., comes the opinion that "in buying from the manufacturer goods may be procured both fresher and cheaper." A Trout Creek merchant claims he has no preference save in the buying of bulk cereals. This line he buys from manufacturer, claiming "that the goods are fresher and better from that source."

A Myrtle Station, Ont., advocate of the manufacturer gives his reasons for his opinion: "The elimination of the profit of the 'middleman' and the ability to get just what will suit you at a minimum of freight charge."

"Heavy goods may be bought of the manufacturer at a saving in freight," according to a Woodville, Ont., merchant. But he notes the other side of the question as well: "The freight on a large order of heavy goods from the manufacturer would probably be fairly light. But numerous small parcels of light weight could not be shipped to the same advantage. Then the jobber, who usually is nearer to the retailer than the manufacturer, has the advantage. These goods can be assembled in his warehouse, and thence shipped at the minimum of expense."

Is it now possible to draw any of the varying arguments together?

The merchants who quarrel with the profits the jobber is making are answered by another merchant, who classes the jobber "as the selling force of the manufacturer." Without him, the manufacturer would have to develop a selling force of his own at a consequent increase of overhead charge. It's a question whether any great item in the jobber's profits," in this dealer's view, "can be saved by his withdrawal from the business field."

For the manufacturer the most telling arguments seem to be the question of freshness of goods and the responsibility implied in the manufacture of goods.

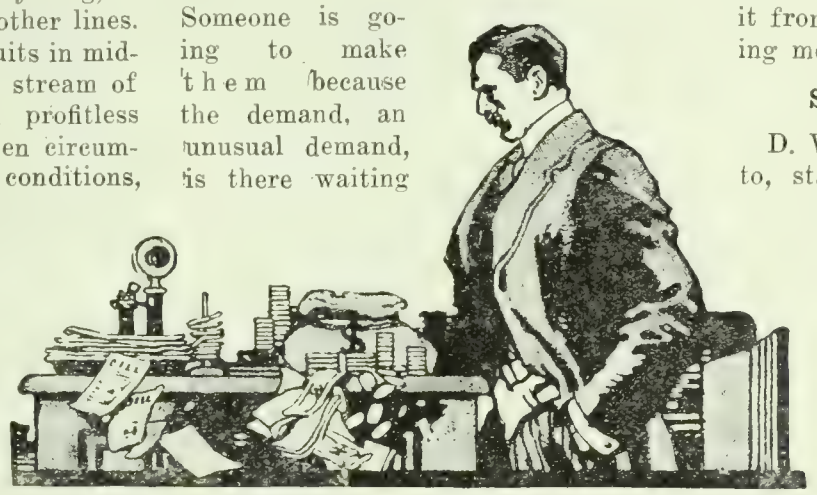
On the other side, stress is laid in the closer association of the jobber and retailer, the consequent opportunity of more readily adjusting any causes of friction. Added to that, according to views of many, the jobber places the small merchant in a position that otherwise he would be unable to occupy. He cannot buy in large quantities, and must depend upon the jobber to supply him. Also the jobber enjoys facilities for prompt delivery that is impossible in most instances with the manufacturer.

While the replies received in some instance denoted an animus against one or the other of the parties, the bulk of opinion seemed to form the conception that both agents are a necessity in the present complex system of distribution; that both were able to render a service in their own particular line; and that the retailer would suffer were he debarred in any degree from either of these sources of supply.

"Cashing In" on Bread Agitation

Progressive Grocers Are Selling More Flour Than Ever Before — Public is Being Urged by Press to Bake Bread—The Experiences of Some Dealers.

THERE is a time for everything, in advertising as well as other lines. To advertise canned fruits in midsummer is to row against the stream of public opinion—a hard and profitless task. But every now and then circumstances arise presenting new conditions, that renders the fickle public opinion, particularly open to advertising suggestion. It is the psychological moment for advertising, and the merchants who seize it profit accordingly.



For some time past increases in the price of bread have been a source of agitation in most of the large cities. Newspapers have been hammering away, with painstaking persistence, trying to find new ways of saying the people were being overcharged for the staff of life. Noisy agitations have been the feature of the day. Interviews with well known spinsters who advocate a compaign of universal bread making have been frequent. Smaller localities where little change has been felt have taken their cue from the cities and throughout the whole land there is a campaign on foot urging every family to bake its own bread.

Homemade bread means increased sales of flour. Someone is going to make them because the demand, an unusual demand, is there waiting and only needing a suggestion to turn it in some particular direction.

A Beckoning Opportunity

Surely never has the progressive grocer had a clearer case of beckoning opportunity. You may question that this solution of the difficulty is really a solution at all. You may urge that people will grow tired of this bread baking, that it is only a fad. Perhaps this may all be true, but the particular merits of the case do not alter the situation. Flour is being bought in unusual quantities. Your own customers are buying flour heavily. They are bound to buy it somewhere, but they are likely to buy it from the store that suggests the buying most emphatically.

Surprising Increases in Sales

D. W. Clark, of Avenue Road, Toronto, states that his flour business has doubled since the latest increase in the price of bread in Toronto was announced. F. C. Higgins, of Yonge Street, Toronto, has also noticed a most phenomenal increase in sales. But Mr. Island, of Island & Bamfort, Dundas Street, Toronto, makes the most startling statement of all. When the increase in price was announced, they featured flour in their window in a very attractive window display. The pull of that window on the minds of people already stimulated by the urgings of the public press was almost irresistible. The sales not only doubled, but in the week or two that the display window was used, the flour sales of this store almost equalled the sales of the commodity for the entire year up to that date. In place of buying by the pound or small bag, Mr. Island found his customers buying by large bags and half barrels.

(Continued on page 36.)

Trading Stamps Revived in New Garb?

Another Scheme on the Old Order—"Mileage Script—A Scheme Which May Render Merchant and Customer Liable to Punishment Under the Trading Stamp Act.

A VERY plausible scheme has recently been drawn to the attention of the retail merchant. It is known as mileage scrip. That it is described as a plausible scheme rather than an attractive scheme is due to the fact that there is an amendment to the Criminal Code that puts rather a new complexion on such operations.

The gist of the Trading Stamp Act is this, that it is illegal to issue any form of trading stamps, coupons or cash receipts, that are redeemable by any person other than the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, or in cash, or in goods not his property; or which do not show upon their face the place of delivery and the merchantable value thereof, or which are not redeemable at any time.

W. A. Miller, provincial secretary of the R.M.A., claims that in several of these counts the Mileage Scrip Company has hardly lived up to the strict letter of the law. Letters have been sent out to the members of the association advising them of the activities of the company, and warning them of the penalties that fall upon any person associated with such schemes.

A letter from the lawyers of the company to Mr. Miller suggests that in place of redeeming the scrip in cash or railway tickets, they redeem in tickets alone. They urge that with this change the activities of the company meet the provisions of the Trading Stamp Act. Mr. Miller does not agree with the contention, however, and intends to fight the matter to a conclusion.

The scheme of the company is an interesting one. It is not new in itself, but it has a new face. It is the old green trading stamp bonanza masquerading as mileage scrip. Travel anywhere without cost is its inviting suggestion, sandwiched between a picture of an ocean greyhound plowing the boisterous waves and the 20th Century Limited kicking the alfalfa aside in its mad rush across the continent.

The enthusiastic and decorative announcement makes no statement as to how much one would have to spend in purchases before making the record trip around the world. It just leaves the suggestion at that—"Travel Free." In other words, don't forget the trading stamps.

The Old Time Trading Stamp

Some years ago this trading stamp nuisance flourished as prolifically as the burdocks and tin cans in a vacant city lot. Everybody had them; most people could unload whole pockets full of them. The casualties among the little green trading stamps must have been frightful, but the casualties all spelled extra profit to the originators of the scheme.

Lest the world's paper supply be turned into making trading stamps, and incidentally because the method of drawing trade was considered unethical and contrary to the best interests of the trade at large, the Trading Stamp Act was passed. The little green ticket received its congé; in other words, the scheme was clubbed on the head and told to cease to exist.

It ceased for a while. In fact, there were quite a number of years when the ceasing went along very nicely. Some few merchants sailed out into little schemes of their own that had a faint savor of green trading stamps about them, but there was no organized effort to resurrect the corpse until the mileage scrip idea came to light. It's quite true that it has been rouged and painted till you'd hardly recognize it as the same old corpse. But "scratch a Russian," you know, "and you'll find the Tartar"; and if you scratch round about this mileage scrip it won't be long before you dig up a little bit of green that looks remarkably like our long lost friend, the trading stamp.

Just how many millions of dollars it is necessary to spend before one is entitled to step jauntily into the ticket seller's office and say "First class to Pekin, please," it is impossible to say—simply because we don't happen to know. The mileage scrip people can tell you.

Dealers in Eloquence and a Club

Perhaps you have met these plausible individuals. They have an eloquence that would make poor old Demosthenes, mouthing pebbles by the sad sea waves, look like the merest Tyro.

Their chief line of argument is that only one store in a locality is to be permitted to enjoy this inestimable advantage. If you don't take advantage of this unusual and most epoch-making offer, your neighbor will be only too eager to seize the opportunity. Thus is the big stick wielded in conjunction with honeyed words. Many merchants have already fallen victims to this forceful conjunction. Is there any harm in it?

Well, there is the Trading Stamp Law mentioned above. It is still in force. The fact of the whole matter is that the scheme is an infringement, at least in some of its garbs, of a Government statute, and as such renders not only the instigators liable to punishment, but also the merchant who falls a ready victim to the plausibility of the scheme, and the patron who has a not unnatural desire to do his travelling free.

There may be no new thing under the sun, but the old things may be so decorated that they will often pass current as new. But it is a pretty safe rule for any merchant to follow, to beware of any scheme that suggests the giving up of part of his profits, to back some untried scheme, with only the possibility of future gain.

TORONTO MERCHANTS URGE FEWER DELIVERIES

At a meeting of the Toronto Branch of the R.M.A. held in the Association Rooms, Monday evening, resolutions were passed commending the stand taken by Finance Commissioner Bradshaw in his advice to the City Council of Toronto against the fronting of a fixed assessment to the new store to be erected at the corner of College and Yonge. They also placed themselves on record as being opposed to any such privileges being granted to any corporation or individual.

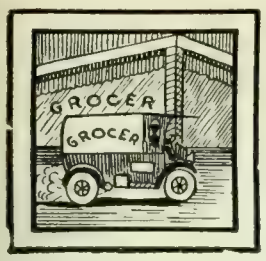
A resolution was also passed asking for the co-operation of the householders in combining their orders as much as possible, with the idea of reducing the number of deliveries and so helping to ease a situation made unusually difficult owing to the scarcity of labor.

BAKERS FEUD LOWERS PRICE OF BREAD IN TORONTO

The price of a loaf of bread is once more down in Toronto to the old figure of 8c per small loaf. Something in the nature of a small civil war has sprung up among the Toronto bakers.

Unquestionably the increase in the price of bread set a lot of people baking bread who had never thought of baking before. The loss in trade may have induced some bakers to cut the price again. In any event, they have all followed suit. The incident is more in the nature of a private feud, than any indication of actual market conditions.

R. P. Qua, formerly Winnipeg city salesman for the William Davies Co., is reported wounded and in a London Hospital. Mr. Qua left Winnipeg as a Lieutenant in the 78th Battalion.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

Tobias Brothers, of St. John, have opened a grocery store in Erin street.

Myrick & Lawlor have opened a retail grocery store at the corner of Main and Simonds streets, St. John, N.B.

Connors Brothers, Limited, Black's Harbor, N.B., are installing an electric plant to furnish light and motive power for their fish packing and canning plant.

W. C. Cross, president of Hall & Fairweather, Ltd., wholesale grocers, St. John, and Mrs. Cross, celebrated their silver wedding anniversary by a fortnight's trip to Boston and New York.

G. Ernest Barbour, president of the G. E. Barbour Co., Ltd., St. John, returned this week from a six weeks' trip to the West Indies. He was impressed with the prosperity which the islands are enjoying at present. Admiration for the part Canada has taken in the war has led to even warmer feelings toward Canadians and may help towards closer trade relations.

The New Brunswick Commercial Travelers' Patriotic Club was organized at a meeting held in the Board of Trade rooms, St. John, recently, for the purpose of raising money for patriotic purposes, their first ambition being to secure the sum of $10,000. W. A. Stewart was elected president, Daniel McKinney vice-president, and W. J. Wetmore secretary-treasurer. There are between 500 and 600 travelers in New Brunswick and the promoters expect to enroll a very large percentage. The membership fee will be $20 a year, payable quarterly.

Quebec

Boyer & Duclos, Montreal, grocers, have dissolved.

Mrs. E. D. Ladouceur, St. Julie de Vercheres, has sold the stock of her general store.

Donat Galipeau, general merchant, Notre Dame de Stanbridge, has sold to Calixte Lavoie.

J. Irving, son of J. D. Irving, of the firm of the family name in Buctouche, N.B., was a visitor to Montreal during the past week, on his honeymoon trip.

H. J. Newby, of John Duncan & Co., Montreal, is at present in the Maritime Provinces. He reports that all lines of business there appear to be exceedingly brisk.

J. E. Hockins, the well-known member of the firm of D. Hatton & Co., wholesale fish merchants, Montreal, is taking a recuperative rest from business in the country for a few weeks.

Lt.-Col. John Gunn, president of the firm of Gunn, Langlois et Cie, wholesale provision merchants, Montreal, who has been on active service in France for a long time, has been gazetted as a staff officer in England.

M. O. Beaudoin, provision merchant, 53 St. Germain street, Montreal, was last week attacked by ruffians on the street quite near his home, and lost some $225 after the thieves' kind attentions The miscreants escaped in an automobile.

Ontario

J. J. Davies, grocer, Strathroy, has sold to Gill Bros.

W. M. Short, Toronto, grocer, has sold out to J. H. Perkins.

E. F. Churchill, Toronto, has sold the stock of his grocery store.

U. Marentette, general merchant, Belle River, sold to Louis Laforest.

John Grigor, Toronto, has sold the stock of his grocery store by auction.

R. Thistle, Stratford, has sold his flour and feed business to Jos. Gibson.

W. I. Jelly, Sarnia, has sold his groceries and meat business to W. J. Shortt.

James Ross, 691 Broadview avenue, Toronto, has sold his grocery store to Joseph Barrow.

Randal Mladerovich, a wealthy member of the Russian colony, who conducts a grocery store at 437 King street east, Toronto, was injured when the motorcycle he was riding was hit by a "sightseeing" bus.

Work has been started on the construction of a three-storey bakery at Davenport road and Kendal avenue, for the Harry Webb Company, Toronto. The property at 23 Buchanan street, on which the present Webb Bakery is located, is in the area which is to be the site of the new department store.

The merchants of Huntsville have recently put a new order re delivery of groceries into effect. Now all orders for delivery must be placed in sufficient time to permit the messenger to complete his work before six o'clock. Huntsville's example is worth following in other places, where the "any old time" practice is the order.

Western Provinces

A. Viney, grocer, St. James, has commenced business.

A. J. Ainsworth, Edmonton, has sold his grocery business.

Jas. Clark & Co., Claresholm, have sold their general store.

E. F. Purcell, Brooks, has opened a general store at Travers.

Mrs. W. L. Wilson, Lethbridge, has opened a grocery store.

M. C. M. Rosendale, grocer, St. James, has commenced business.

C. A. Neil, Cromer, has discontinued his general store business.

S. Claman, St. James, Man., has commenced a grocery business.

A. J. Ainsworth, Edmonton, is discontinuing his grocery business.

Jas. E. Grant, Calgary, has sold his grocery business to S. Hopkins.

E. Lambert, Edmonton, has opened a grocery store on Jasper avenue.

Manitoba Stores, Limited, grocers, are commencing business in Winnipeg.

The Fred McConkey Company, Winnipeg, have opened a grocery store.

J. H. Green & Co., Kildonan West, have commenced a grocery business.

W. W. Keeler, Edmonton, has opened a grocery store at 10350 Jasper avenue.

Cowan Trading Company, Cowan, have been succeeded by Parks & Silverman.

Peter Watt, butcher and grocer, Transcona, has been succeeded by M. Hall.

A. J. Friesen, Laird, druggist and grocer, has been succeeded by Max Wiebe.

Wittman & Wanysness, Viking, have sold their general store to Owens & Johnson.

Sisskind Tannenbaum Grocery Co., Winnipeg, have been succeeded by D. Koffman.

G. H. Parsons, grocer and baker, Killarney, has sold his business to A. G. Middleton.

Wm. H. Edgett, Vancouver, has been succeeded in his grocery business by A. E. Easton.

W. H. Olson, Winnipeg, has been succeeded in his grocery business by Olson & Stefanson.

Amongst the building permits issued at Willows, Sask., is a $5,000 addition to Lowes' department store.

The Great North Western Salmon Cannery, West Vancouver, was burned out last week, with a loss of $20,000.

P. A. Macdonald, Winnipeg, public utilities commissioner, will conduct an investigation into the high cost of living.

Sluth & McDiarmid, general merch-

ants, Contaur, have dissolved partnership, and J. Sluth continues the business.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., has returned to Winnipeg after a two months' visit to the East.

A committee to delve into the question of Winnipeg grocers handling milk during the strike of the Crescent Creamery drivers, was appointed when the grocers' section of the Retail Merchants' Association met in the Association Hall on Nov. 13.

Many Winnipeg grocers handled milk last week during the strike of the Crescent Creamery Co.'s drivers. Many of them were approached by union men, who pointed out the danger of alienating customers if they sold milk. The strike only lasted a few days.

James Middleton, who has been covering territory east of Fort William in the interests of Purity Flour, has severed his connection with the Western Canada Flour Mills, having secured a position with the Goodyear Rubber Co. He is succeeded in this territory by L. E. Woodward from the head office.

The Winnipeg branch of the United Commercial Travelers of America, held a patriotic bazaar in the Travelers' Building on Saturday evening, Nov. 18, for the purpose of raising funds to send a Christmas gift to the members of the organization who have joined the overseas forces; also to send to the wives, or widows, and kiddies of these men a Christmas remembrance.

The Winnipeg Retail Merchants' Association have asked their secretary to invite a representative of the canners to meet the grocers and explain the various processes involved in the production and assembling of the ingredients of canned goods. By this means it was hoped that the grocers might secure information that would throw light on the reasons for the notable advance in prices of canned goods.

The Winnipeg R. M. A. last week discussed a half holiday for the retail trade, and the secretary was requested to obtain information on the subject from other cities. It was pointed out that the grocers of Fort Rouge had observed a half-holiday during June, July and August with success, and notice was given to bring the question up at a future meeting.

The Retail Merchants' Association members gave evidence before the special tax board in Winnipeg last week, and urged the abolition of the business tax. J. H. Curle, secretary, said: "Every branch of business in Toronto except retail merchants, is paying a larger proportion of the total business levied there than a corresponding branch of the business done in Winnipeg, which would indicate the inequalities of our present system.

Canada's Enormous Dairy Output

Dr. Ruddick Estimates Value of Dairy Products at Two Thousand Million—Enormously Increased Exports Accounts for Local High Prices— Canadians are Being Paid for Discomforts

BECAUSE butter and eggs and cheese have reached such phenomenal figures, people have come to believe that there has been a very grave shortage.

High in price as they are, however, and comparatively scarce as these commodities undoubtedly were, it will be necessary to seek elsewhere for an explanation of the actual scarcity.

Canada's dairy produce this year has reached a value that is almost beyond comprehension. Dr. Ruddick, the Dominion Dairy and Cold Storage Commissioner, speaking at a R. M. A. banquet at Ottawa, put the total value of Canada's dairy products at the enormous figure of $2,000,000,000. Dairy products totalling such an enormous figure would have plentifully supplied the Canadian market were it not for the enormously increasing export business in this line. From May to October, 1914, Canada's butter exports amounted to only 405,000 pounds, while during the same months of 1916 the amount had risen to 9,352,000 pounds — more than twenty-three times as much.

The statistics of the registered imports of the United Kingdom also gives us some idea of our enormously increased business. Our exports for August, 1915, were 1,420 hundredweight. In the same month, 1916, they were 23,150 hundredweight. The same tremendous increase is also to be noted in other lines of dairy products. During the same periods, eggs increased from 72,748 to 82,710 great hundreds (a "great hundred" being 120). Cheese exports increased from 188,928 to 266,250 hundredweights.

This last item does not effect us so much. While a cheese producing, we are not a cheese eating, nation. For instance, our per capita consumption of cheese is 2½ pounds, as compared with 13½ pounds in England. This was rather a fortunate thing. Dr. Ruddick is the authority for the statement that if butter were selling at the same porportionate price as cheese, the consumer would be paying 57c a pound.

It looks, then, as though Canadians had no real reason to growl over the high prices of dairy produce. You can't sell your butter and eat it, too.

Charged With Selling Adulterated Goods

Innocent Parties Receive Heavy Fine—Firm Issuing the Impure Goods Since Liquidated—Direct Responsibility of Seller

LAST week an editorial appeared in these columns dealing with the responsibility of the grocer for the goods he sells.

Since then a concrete example has been noted. Three Peterborough merchants have each been fined $25 and costs, the latter amounting to $37, for selling as pure vinegar an article that did not come up to the Government standard. In the course of these actions no suggestion was made that any of these merchants were actually responsible for the quality of the goods sold. The charge against them was that they had sold a bottled article labelled "Pure Vinegar" that was not pure, according to the Government tests. This vinegar was sold to them by the Turner Company, Limited, that has since gone into liquidation.

The gist of the matter is that three merchants have to bear a fine that aggregates $52 each for something that was no fault of their own. They sold an article branded as "pure" without realizing that by so doing they were standing sponsor for it themselves. There is one way of avoiding this danger, and only one. Unless you have a thorough confidence and knowledge of the jobber through whom you buy, demand a Government warranty from the manufacturer that assures you of the purity of the goods. In that way you are freed from all liability.

There are many jobbers whose names, to all intents and purposes, are as good as a Government warranty. They have built up a business on sound principle. There are some merchants, however, in every line of trade who are not above taking an unscrupulous advantage. There are more perhaps who err through carelessness.

It cannot be urged too strongly that you let the onus of carelessness or unscrupulousness rest where it belongs; and if you are not thoroughly familiar with the firm who is selling you goods, get a Government warranty for your protection.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

IN the search for canned goods at easier prices one Montreal firm this week secured 5,000 cases of Spanish canned tomatoes in the 2½-lb. size. Considerable quantities of American canned goods are coming into Canada. There is a good demand for most lines of canned goods despite the high prices prevailing. Prices generally are firm with a tendency toward higher prices on corn.

Flour registered a decline, but went back again to the level of last week. Sugar has held steady with a slightly better consumption noted in certain quarters. Canadian beet root sugar is now on the market in competition with the cane sugar.

Butter, cheese and eggs have all registered advances. Lard has also been advanced a quarter of a cent. There seems small prospect in sight for easier prices in these commodities for some time to come. Butter is expected to go to much higher levels. American butter is looked upon as a probable factor in the Canadian market in the near future. Cooked meats, such as hams, have registered a decline of 1c per pound. Heavy summer consumption is now over and prices are easier as result.

All dried fruits are holding firm with a tendency toward higher prices in prunes. Currants from Greece are not expected to be in this market in time for the Christmas trade. Relief is anticipated from shipments of Australian currants now on the way, due to arrive about December 10. Teas are firm with advances recorded in some of the grades. Tapioca continues to be scarce on spot and prices are accordingly high. Beans are firm with advances in Indians recorded in certain instances. Package cereals are in very firm market. Owing to the high cost of pulpboard and strawboard and dyes used in printing it is thought that for next year at least higher prices will have to be asked. Business has been fairly good during the week.

QUEBEC MARKETS

MONTREAL, Nov. 22.—Amidst the rampage of prices upwards in many avenues of the markets coffee keeps calm, and real Carolina rice has actually come down half a cent a pound. Flour too came down, but few believed that the reduction is at all likely to be permanent. In fact opinions are quite the other way. Molasses rose a cent over last week's quotations, and is going firmer. Butter reached record figures for country selling, though wholesalers have held at formerly quoted prices. Compound lard is again up on account of cotton seed oil scarcity, and in this connection retailers may look out for increased prices of peanuts since these are being utilized to help out the shortage of cotton seed oil, and this affects primary markets. All nuts are in very firm market. Importations of canned goods from the United States continue, and one shipment of canned tomatoes from Spain has been imported at a favorable price as compared with production on the American continent. Rangoon beans are coming into Montreal more plentifully, the Canadian product being very high priced. Demand for dried fruits is reported to have set in earlier than usual as retailers seem anxious to fill requirements for seasonable trade, and dread higher prices. An increase in white leaf gelatine is noted, amounting to 10 cents a pound advancing this miscellaneous line to 90 cents. Wholesalers sound a warning note to retailers, especially their clerks, to guard paper and twine stocks jealously against wastage in wrapping customers' purchases, as the increase in paper and twine approaches and passes the 100 per cent. figure now, and the end is not in sight as yet.

Canned Goods From U.S.A. and Spain

Montreal

CANNED GOODS.—It is still found profitable, indeed necessary, for wholesalers in Montreal to import American canned goods in the vegetable lines to fill orders placed with them previous to the discovery of the decided shortage of the Canadian product. At $1.40 per doz. in Maryland, the goods can be laid down in Montreal at just over the two dollar figure, and several large firms are using U.S. goods for the purpose indicated. The market for canned vegetables is thus 'mixed' in the phrase of a principal jobber in Montreal. Another important wholesale house notes a special scarcity of canned spinach, the Canadian crop having been short, and quite a few '3's' are being imported from the States to sell to the retail trade at from $2.15 to $2.20 per doz. Gallon apples have gone up again and are now selling to retail at from $3.40 to $3.60 per dozen. In 3 lb. tins canned apples are selling at from $1.15 to $1.25 and $1.30 per dozen. Two and a half lb. tins are selling at five cents less. Canned tomatoes have settled down to something like steadiness in the opinion of large wholesalers at $2.25 per doz. for 3's, and corn (2 lbs.) is selling at $1.50 per doz. to the retail trade. Retailers report quite a considerable demand for canned goods even at the high prices, but here and there word comes of a falling off in demand or request for something cheaper as a substitute for the 'luxury' of canned tomatoes. In the search for canned goods which can be obtained at easier prices than even the American goods one firm succeeded this week in securing some 5,000 cases of Spanish canned tomatoes which can be laid down in Montreal at $1.82 per doz. These are 2½ cans, and the quality is said to be excellent. The firm securing them has done busines in other varieties of European canned vegetables for a considerable time.

Firm But Quiet Is Sugar Market

Montreal

SUGAR.—Conditions as regards the sugar market are practically undisturbed since last week's report, the same factors continue to bear upon the situ-

ation. Raw cubas are being held firmly against refiners offerings for them, but refiners are in no haste to force the pace and buy at pleasure of the holders of the raw stocks. There has been no acceleration of domestic demand to cause retailers to clear their shelves of sugar and call for more. Wholesalers regard the outlook as not calculated to cause any uneasiness regarding price tendencies, while firmness is characteristic of the market, and any rapid retail demand for sugar would undoubtedly send prices up as refiners would probably have to purchase raw material at its present firm figures. An interesting side note as regards sugar is the arrival in Montreal this week of a shipment of Muscavada Barbadoes raw sugar, quoted at 7 cents a pound. This sugar is chiefly used in manufacturing. Apparently only the fishing population of Canada make much use of it as a domestic commodity.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 90
Acadia Sugar Refinery, extra granulated	7 80
Yellow, No. 1	7 50
Special icing, barrels	8 25
Powdered, barrels	8 05
Paris lumps, barrels	8 50
Crystal Diamonds, barrels	8 50
Assorted tea cubes, boxes	8 50

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. bags, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Dried Fruits are in Special Demand

Montreal

DRIED FRUITS.—An earlier than usual demand for dried fruits is noticed by the wholesale trade this season, retailers being evidently anxious to lay in their stocks for the holiday season of winter in good time. This is wise under present conditions, for dried fruits are in very firm and precarious market, liable to increase in price owing to great shortage of certain familiar lines such as for instance, currants. Currants are actually being bought by the wholesale trade at from 20 to 25 cents per pound when there are any new crop currants on the market at all. A shipment on the way at present is being held off the market until it gets clear of the danger stages of the voyage. Prices on new crop California prunes to the retail trade are quoted as under. These prices show a marked advance—about from 2 to 2½ cents per lb. higher than last season's prices for prunes. Evaporated apples are in firm and firming market. Candied peels are up another cent a pound to be in time for Xmas.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½

DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, 1-lb. pkgs.	....	0 10
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes, California New Crop		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Figs—		
Spanish (new), mats, per mat	....	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Stocks Are Running Short

Montreal

MOLASSES AND SYRUPS.—While there is an undoubted firmness in the market for molasses, at least one large concern is able to report plenty in stock. Prices however, are up a cent a gallon since last week, and demand is so strong that there may be quite a shortage before long. Cables from the primary markets, however, are encouraging as to the new crop. Copious rains have fallen, and there promises to be a plentiful crop, at least as large as last season's. Some small shipments may be expected early in January, and these are certain to be snapped up at almost any price asked for them as by that time spot stocks will be about exhausted. Free shipments can hardly be expected until well on in March or early in April. Corn syrups, and glucose are in firm market and sharp demand as last week. There will be very little maple syrup available early in 1917, as suppies of this syrup—in the pure form—are far below consumers' demand.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of	Montreal.
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Carolina Rice Sets The Good Example

Montreal

RICE AND TAPIOCA.—Not only is rice one of the food products which have remained reasonably priced in the midst of market exaltation in every direction, but to rice this week belongs the unheard of distinction of being the first commodity to record an actual drop in price for many long weeks. Real Carolina rice, (not the Texas substitute, but the high-priced Carolina) came down half a cent per pound, a real genuine half cent reduction as compared with prices prevailing up till last week. The price of this grade of rice in Montreal now is from $7.50 to $8.00 per 100 lbs. Tapioca continues in firm market, with a distinct tendency to go higher in price owing to shortage at sources of supply, and freight difficulties.

Rangoon rice, per 100 lbs.		4 30
"Texas" Carolina, per 100 lbs.		7 00
Real Carolina, per 100 lbs.	7 50	8 00
Patna (fancy)		7 50
Patna (good)		6 50
Tapioca, per lb.		0 09½

Rangoon Beans Are Being Bought Up

Montreal

DRIED VEGETABLES.—Beans of the Canadian grown grades are exceedingly high priced at the source of supply for even the wholesale trade, and the market has been looking far and wide for suitable substitutes for the Canadian article. Now arrive in increasing quantities the Indian beans known as 'Rangoons.' These are not new to the markets, but until Canadian beans got on loftily priced a certain preference existed amongst Canadian consumers for the home-grown product. To-day the Rangoon bean is becoming a big seller. It is a clean hand-picked bean and sells at from $1.00 to $1.25 below the prices for Canadian hand picked beans. A number of car loads have been handled within the past few days in Montreal.

Beans—		
Canadian 3-lb. pickers, per bushel	....	6 75
Canadian hand-picked	....	7 50
Canadian 5-lb. pickers	....	6 60
Yellow Eyes	....	6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	....	6 50
Barley (pot), per bag 98 lbs.	....	5 00
Barley, pearl, per bag 98 lbs.	....	6 50

The Humble Peanut Tends to Loftiness

Montreal

NUTS.—A small shipment of new walnuts in the shell about 300 cases arived in Montreal this week by the 'Grampian' and were bought at over 40 cents a pound almost before the vessel had well tied up at the dock. This was purchased by the wholesale not

the retail trade. To the retail walnuts (shelled) are available still at from 42 to 44 cents, but the market is very erratic. Taragona new crop shell almonds are quoted to the retail at 19½ to 20 cents, soft shell pecans (New Orleans No. 2) at 23 to 24 cents and the extra large Jumbo pecans called "Paper shell" are at 40 cents a pound. Coon and Tiger peanuts are at 9 cents still, but there is a threatened shortage of peanuts, and one merchant who sold to a Montreal firm at 9 cents a pound actually bought his shipment back again at 10 cents before it had even been warehoused. Demand for peanuts for oil to replace cotton seed oil is said to have affected conditions.

Almonds (Tara), per lb.	0 19½	0 20
Almonds (shelled)	0 38	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19

Spices Show Signs of Higher Prices

Montreal

SPICES.—Increasing difficulty is reported this week in getting supplies of spices delivered, and already the warning note is sounded on a wider scale as regards deliveries of spices from the primary markets. Ocean freight rates show a tendency to increase seriously. Shipments of spices from distant parts of the world are bound to cost considerably more, and, while for a long time spices have been obtainable in New York at prices below primary markets, spot stocks are diminishing now, and the firming tendency is being felt in many lines. Peppers are amongst the lines affected, not sufficiently as yet to make changes in retail prices, but there are predictions of possibly high pepper prices before long. Nutmegs are firmer with greater firmness in sight. Cassias are steady. Mace is in demand and firm. Gingers are a little more actively sought for, and seeds and herbs are all in increasing request. The spice trade is doing brisk business in Quebec Province.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 28
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk		2 00	2 50
Carraway, Dutch		....	0 41
Cinnamon, China, lb.		0 18	0 25
Mustard seed, bulk		0 19	0 23
Celery seed, bulk		0 36	0 46
Shredded cocoanut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole		....	12-15

Freight Rates Up Teas Are Higher

Montreal

TEA.—Tea is in for an increase in price beyond a doubt now. During the week it has been reported that there has been a big advance in freight rates on teas from Calcutta, and Ceylon and Indian teas are in consequence about 2c a pound higher than they were a week ago. The lowest grade of Pekoe Souchongs offering to-day is priced at about 16c to 16½c. Low grade Japan teas have advanced about a cent a pound. These conditions affecting teas have been giving the market a firm tone for several weeks, and the tendency has been noted in CANADIAN GROCER, as readers are aware. While teas may still be obtained at the prices quoted below, purchasers will find that lines formerly obtainable at any accustomed price are shading higher, and may be several cents higher per pound.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee Keeps Still At Its Low Price

Montreal—

COFFEE.—Coffee is selling to-day as cheap as it sold five years ago. Freight rates are about three times as high, packages have increased in cost. Duty has to be paid on imports of coffee. In many ways coffee merchants have to face greatly increased costs, but to-day coffee keeps steadily amongst the last few low-priced commodities in a marvellously inflated market for foodstuffs generally. Undoubtedly the growers in Brazil have suffered from the huge decrease in demand, due to the shutting off of the Central Powers of Europe from the market. Some day, however, even if the war goes on, something may happen to the coffee market to bring it in line with the markets for other commodities. This is the opinion of men who have made a study of the situation from Montreal.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

New Orange Attracts Market Attention

Montreal

FRUIT AND VEGETABLES.—Apples keep in good demand, and at firm prices. Oranges, which have been showing in rather green condition for the early season trade, are getting better, and demand is improving. A new variety, the Louisiana orange, has arrived, and is being hailed with admiration as a fruit as sweet and luscious as the navel. It sells wholesale at $3.50 a box. Emperor grapes from California are in demand in 40-lb. kegs at $7 a keg. Bananas are as last week from $2.50 a bunch. In vegetables the first car of California celery at $7.50 a crate in all sizes has arrived. Cabbages threaten to increase in price. Brussels sprouts appear in quart boxes at 15c a quart. Curly lettuce is up 10c, and Boston lettuce at $1.75 per box of two dozen is in demand. Pumpkins are at $2.50 a dozen. Beets are up 25c, the prediction of some time ago in CANADIAN GROCER as regards advances coming in root crops being on the way to fulfilment. Potatoes are firm. Green mountain are big sellers, and New Brunswick in demand.

Fresh Fish Showing Winter's Scarcity

Montreal

FISH.—Except for a few shipments of fresh fish from the Atlantic Coast, very few varieties of fish foods of the newly-caught kind were marketed this week. It is evident that our rivers and lakes are coming under the influence of winter, and that they will be frozen over very soon. Trade is brisk in pickled fish and salt lines, due to the near approach of the close of navigation. Green codfish, Labrador herrings, salmon, and sea trout are in good demand, and selling at record prices. Trade in bulk and shell oysters is very good at prices above the normal, particularly for the Malpeque oysters, which are threatening to become extinct. This is the reason why prices for these are so high. A few varieties of U. S. oysters, such as Cape Cod, Providence River, etc., are getting into favor, and selling at from $10 to $12 per barrel. Lobsters are very plentiful and a little lower in price. Smoked fish, such as finnan haddies, kippers and bloaters, are arriving in fairly good quantities, with prices a little firmer.

SMOKED FISH		
Haddies	0 10	0 12
Haddies, fillet	0 10	0 14
Digby herring, per bundle of 5 boxes	....	0 80
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		7 50
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		12 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, meduim and large, lb.		0 50
Prawns, Imperial gal.		2 25
Shrimps, Imperial gal.		2 25
Scallops		2 50
FRESH SEA FISH		
Halibut		18
Haddock, fancy, express, lb.		7
Mackerel, (med.) each		16
Mackerel (large), each		22
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH LAKE FISH		
Pike, lb.		0 10
Perch		0 10
Whitefish, lb.		0 15
Lake trout		0 13
Eels, lb.		0 10
Dore		0 13
Smelts		0 12
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	....	1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.	....	12 00
Clams (med.) per bbl.	....	8 00

ONTARIO MARKETS

TORONTO, Nov. 23.—The market for the most part has held steady A decline was registered in flour during the week, but with the firmness and advancing price of wheat, the price returned again to the same quotation as given last week. Sugar has held steady, with a slight improvement in consumption noted. Butter, cheese and eggs have all registered advances. Cooked meats are slightly easier in price owing to the falling off in demand for hams. Teas are firmer in price and advances have been recorded. This market has shown considerable strength, with regular advances during the past five or six weeks. Dried fruits are holding steady, with little chance of any lower prices. Spices are firm and difficult to get in certain instances. Business has been good during the week, with still a difficulty confronting wholesalers to get adequate supplies.

Sugar Demand Better With Prices Steady

Toronto

SUGAR.—The market in sugar might be characterized as quiet during the week. In some quarters there has been little movement of sugars, while in others a better demand is reported. In the United States there is a dullness in the refined article. Reports from the cane producing centres in Cuba state that there will be a serious delay in grinding this year, and that it is anticipated there will not be any quantity of the new crop sugar available before January. Meltings by refiners in the United States during the week totalled 41,000 tons, a decrease of 1,000 tons over the previous week. Stocks in all hands on November 15 were estimated at 62,172 tons, as compared with 151,511 tons at the same time last year. It will, therefore, be seen that the available supply to meet the needs is less by over half than it was last year. To offset this there is a good yield of beet root sugar in the United States. That commodity is now on the market in competition with the cane. In Canada beet root sugar is also on the market. There have been no price changes during the week.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 98
Acadia Sugar Refinery, extra granulated	7 88
Yellow, No. 1	7 58
Special icing, barrels	8 33
Powdered, barrels	8 13
Paris lumps, barrels	8 60
Assorted tea cubes, boxes	8 60

In 50 lb. bags and 20 lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Second Grade of Cane Syrup Advance

Toronto

MOLASSES AND SYRUPS.—There has been an advance of ¾c per pound in the second grade of cane syrups during the week. The demand for this commodity holds steady. First grade cane syrups have not shared in the advance. Molasses is holding firm at recent quotations. A fairly good demand is reported. Corn syrups continue in a firm market, with no price changes recorded.

Corn Syrups—	
Barrels, per lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40 0 43

Firmness in Canned Corn During Week

Toronto

CANNED GOODS.—There was a continued firmness in all canned goods during the week, with advances recorded in certain quarters in canned corn, that commodity now selling up as high as $1.60. High prices have curtailed consumption somewhat, but there is still a fairly good demand. In the United States in canned tomatoes there is reported a weakness in the market, due to rumors stating that certain large interests have large holdings which they bought for speculative purposes, and are still holding them in the belief that later in the year, and particularly after the 1st of January, prices will again advance. Some canners in the United States are also said to have stocks on hand in excess of their deliveries. As considerable quantities of tomatoes have been brought into the Canadian market, these factors have a bearing on the local situation. Deliveries on the contract basis of $2.02½ are now practically all made. Quotations for stocks on hand range from $2.25 to $2.40 per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1 lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2s	2 02½	2 40
Peas, standards	....	1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins	1 70	1 75

Prunes Are at a Premium; Prices High

Toronto

DRIED FRUITS.—The situation in prunes is becoming firmer. During the week some New York dealers sold back to Coast dealers some 30 cars of prunes on a basis of 6½c. In the currant situation the scarcity on spot goods is accentuated. Some relief is looked for before Christmas, as a shipment of Australian currants is on the way, and is expected to arrive about December 10. The arrival of Valencia raisins in time for the Christmas trade has been a question of doubt. Some of the importers are finding a good sale for canned prunes in 2-lb. and 5-lb. sizes. This is a new product on this market, and seems to be taking with the trade. They can be secured from 1c to 2c a pound above the bulk prunes. The form in which they are put up preserves in large measure the natural taste and juiciness of the prune.

Apples, evaporated, per lb.	0 10	0 10½
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 18½	0 20
Patras, per lb.	0 20	0 22
Vostizzas, choice	....	0 22
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 90	4 25
Dromedary dates, 3 doz. in case	....	4 00
Prunes—		
30 40s, per lb.	....	0 15½
40-50s, per lb.	....	0 12¾
50-60s, per lb.	....	0 11¾
60-70s, per lb.	....	0 10¾
Peaches—		
Choice, 50-lb. boxes	....	0 11
Stds., 50-lb. boxes	....	0 10½
Fancy, 25 lbs., faced	....	0 13
Raisins—		
Valencia, Cal.	0 08½	0 10¼
Seeded, fancy, 1-lb. packets	....	0 13
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	....	0 15

Black Pepper Has Advanced in Primary

Toronto

SPICES.—There has been a firmness throughout the spice market during the week. Peppers particularly are firm and advancing. In the primary market an advance of 1c per pound was recorded. Locally the price remains steady at recent quotations. Ginger continues hard to get. Jamaica whole ginger cannot be secured. Supplies are very uncertain. Grinders of spices are short on supplies, and business is reported good. There seems no prospect of lower prices in any of the spice commodities.

	Per lb.	
Allspice		0 18
Cassia		0 32
Cinnamon		0 60
Cayenne		0 35
Cloves		0 35
Ginger	0 30	0 35
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole	0 40	0 60
Mustard seed, whole		0 28
Celery seed, whole		0 45
Coriander, whole		0 15
Carraway seed, whole		0 40
Cream of tartar	0 50	0 51

Teas Continue to Mount in London

Toronto

TEAS.—Local importers were advised of the advance in the London market on Indian teas from ½c to 1c per pound. Within the past week there has been a full advance of 2c per pound in all grades of teas. Ceylon teas are keeping pace with the upward trend in Indians. Tea men assert frankly that they look

for higher prices. The demand for teas has been fair during the week. Locally the prices have advanced 1c on Pekoe Sous.

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	....	0 26
Orange Pekoes	....	0 28
Broken Pekoes	....	0 30
Broken Orange Pekoes	....	0 32

These prices do not indicate the wide range in tea values. They are for good common grades, and meant to give some indication of price movements.

Coffee Holding Steady; No Incentive to Advance

Toronto

COFFEE.—The market holds in a rather quiet tone. No advances or declines have been recorded locally. In the primary market at New York there has been considerable buying from European sources, which it is stated is for German consumption. The interests who believe in higher prices centre their hopes around this fact.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 35
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Nuts Are Holding Firm in Steady Market

Toronto

NUTS.—There has been a firming in the price of French Marbots in the shell during the past week. These are now selling at 17c, as compared with 15c previously. There is a firmness throughout the nut market

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell	....	0 17
Filberts	....	0 17
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck	....	2 50
Pecans	0 17	0 19
Peanuts, lb.	0 11	0 14

Texas Japan Rice Higher Tapioca is Still Scarce

Toronto

RICE AND TAPIOCA.—There has been a firmness in Texas Japan rice during the past week, with advances recorded of ½c per pound. This article is now selling at $6 to $6.50, with quotations ranging as high as $7.50 for certain grades. In the rice centres of the Southern United States there is a firmness. There is a good demand there, the mills being sold ahead, and will take orders only at full prices, with no guarantee as to date of shipment. The rice grower is getting higher prices in consequence. Tapioca continues firm, with a tendency to advancing price. There has been an advance of ½c during the week on the low quotations, making the range now 10c to 10½c. It continues to be a very scarce article on spot, with no relief in sight from primary sources.

Rangoon B, per 100 lbs.	4 50	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	5 00	6 50
Tapioca, per lb.	0 10	0 10½

Beans in Firm Market; Limas Advance ½c Pound

Toronto

BEANS.—Prices for beans during the past week have held firm, with a tendency to advance on Rangoon beans in certain quarters. There is a good demand. In the Michigan market, beans were quoted as high as $6.50 per bushel during the week for November delivery. Limas advanced locally, and are now quoted ¼c to ½c up. There has been a good crop of Limas in California, but there has been a big demand for these beans in the face of the high prices for white beans.

Ontario, prime, per bushel	5 50	6 00
Rangoon, per bushel	5 00	5 75
Japanese, per bushel	....	6 00
Limas, per pound	0 09¼	0 09½

High-Priced Cereal Boxes May Mean Rise

Toronto

PACKAGES.—The exceedingly high price that it will be necessary for manufacturers of all package goods put up in strawboard or pulpboard boxes to pay for both strawboard and pulpboard will in all probability be a serious one to meet. Strawboard that last year could be purchased for $33 per ton is now quoted at $70 per ton. Pulpboard, which a year ago sold for $40 per ton, is now quoted at $90 per ton. This additional cost on cereal boxes must either be absorbed by the manufacturer or price will advance. In a 10c or 15c article this additional cost is a large percentage of the total profit. As yet there have been no intimations of higher prices locally.

Cornflakes, per case		$2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 50	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 [illegible]
In 1-lb. cartons	....	0 08½

Lake Trout Plentiful; Shrimps Now in Market

Toronto

FISH AND OYSTERS.—A plentiful supply of fresh water salmon trout has been reaching the market during the week. In consequence the price is easier by ½c per pound. Steak cod is also easier in price by 1c per pound. Weather was very favorable to the fishermen in plying their trade for trout. Shrimps are now in the local market and are being quoted at $1.40 in wine gallon cans

SMOKED FISH.

Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	....	0 12
Digby herring, bundle of five boxes	....	1 25
Smoked boneless herring, 10-lb. box	....	1 50

FRESH SEA FISH.

Halibut, frozen	0 15	0 15½
Haddock, fancy, express, lb.	....	0 08
Steak cod, fancy, express, lb.	....	0 09
Codling, per lb.		0 08
Flounders, Maritimes		0 08
New York		0 10

FRESH LAKE FISH.

Pike, lb.		0 08
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 10½	0 11½
Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans		1 40

California Navels in; Cuban Grapefruit Due

Toronto

FRUIT.—The first shipment of California naval oranges reached the market during the week and are selling at $4.50 to $5 per box. These oranges are of very good sample. Porto Rico and Cuban grape fruit is due to arrive in the market this week. Late Valencia oranges are easier in price as a result of the supply of Californias that are now coming and are selling at $4.25 to $5.50 per box, a decline of 50c to $1.25. Florida oranges are also easier in price by 50c per box. They are now selling at $3.75 to $4.25 per box. British Columbia apples in boxes are in the market and are quoted at $2.25 to $2.50 per 40-pound box. Some of the varieties comprise Jonathans, Rome Beauties and Spitzenbergs. Canadian apples are quoted at $4 to $5.50 per barrel. This shows a slight firming in the apple market as No. 3's were formerly sold around $3 per barrel. California lemons are easier by 75c per box with a wider range of qualities to select from, making the price range from $5 to $6.25 per case. Messinas are also lower by 25c per case, making the quotations $4.75 to $5.25.

Apples—		
Barrel	4 00	5 50
Boxes, American	2 25	2 50
Boxes, B.C.	2 25	2 50
Avocados, Cal., doz.	3 25	3 50
Bananas, bunch	2 25	2 75
Cranberries, bbl.		9 00
Boxes, 28 qt.	3 00	3 50
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	4 25	5 50
Floridas, case	3 75	4 25
Cal. Navels	4 50	5 00
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 37 lb. drums	....	5 00
Spanish Almeria, small, 5-lbs., 4 lbs.	7 50	8 00
Grapefruit, Florida, case	4 25	4 75
Grapefruit, Jamaica, case	....	3 50
Lemons, Cal., case	5 00	6 25
Messinas, case	4 75	5 25
Pears—		
California, case		4 00
Pomegranates, case	....	4 50

Green Beans in Market But Very High in Price

Toronto

VEGETABLES.—Some green strong beans from the Chicago district arrived in the market during the week. They are late season goods and are consequently high in price, selling at $5.50 to $6 per hamper. Brussels sprouts are in the market and are quoted at 12½ to 13c per quart. French artichokes from California are quoted at $1.50 per dozen. Egg plant is scarce and high in price, ranging from 25c to 30c each. Lima beans are high in price also, ranging from 9c in large lots to 10c in small lots. Potatoes are holding firm at the quotations of last week. New Bruns-

wick Delawares are quoted at $2.25 to $2.35 per 90-pound bag, Ontarios at $2.15 to $2.25 and British Columbias at $2.10 to $2.15 per 90-pound sack. Vegetables have been reaching the market in only fair supply. Parsnips are firmer and are selling 25c up, the price being $1.75 per bag. Beets are quoted at $1.50 per bag.

Artichokes, Cal. French, doz.	....	1 50
Beans, green string, hamper	5 50	6 00
Beets, bag	....	1 50
Brussel sprouts, quart	0 12½	0 13
Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	....	1 50
Per pound	0 02½	....
Carrots, bag	1 25	1 35
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	....	4 75
Eggplant, each	0 25	0 30
Mushrooms, 6-qt.	2 00	2 25
Onions—		
Spanish, crate 120 lbs.	4 75	5 00
Spanish, small crates	....	1 65
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	....	3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	2 25	2 35
Sweet, New Jersey, hamper	1 50	1 75
Ontario, 90-lb. bags	2 15	2 25
B.C., 90-lb.	2 10	2 15
Parsnips, bag	....	1 75
Watercress, 11-qt.	0 25	0 50
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 75	0 90

MANITOBA MARKETS

WINNIPEG, November 22. — Flour, after being tending upward for a long time, and after reaching the record figure of 10.20 per bbl., took a drop on Friday last week, and was selling for 10.00 during the weekend. This was brought about by a slight decline in the wheat market, following a falling off in export demand. Advances have taken place in rolled oats, both 80 lbs., and packages. The former are bringing 3.20, and the latter 4.10. There is every indication of oats going higher. Feeds are still very strong. Pot and pearl barley have advanced about 1½c per lb. during the past three weeks, and it is hard to get supplies in the primary market. Dried beans will cost more this year than last. Brokers expect Japanese to cost laid down here what the retailer was paying for this fall.

Sugar Quiet and Unchanged in Price

Winnipeg

SUGAR.—The price of sugar stands at 8.50 for standard granulated, no change having taken place for some time. There is very little buying going on as far as the wholesalers are concerned, as most of them bought as much as they could stand in October when the market stood at 8.10. There was a slightly weaker tendency in the raw market last week, but refiners point out that raws could decline over ½c per lb. in New York and granulated at present Canadian prices still be cheap in comparison.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (109 lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 50
Bar sugar, bbls.	8 95
Bar sugar, boxes, 50s	9 00
Icing sugar, bbls.	9 05
Icing sugar, boxes, 50s	8 99
H. P. lumps, 100-lb. cases	9 45
H. P. lumps, 5-lb. boxes	9 55
Yellow, in bags	9 10

SYRUPS.—Syrups remain the same, with normal buying taking place. There is talk here of an earlier corn market, which may have an effect on corn syrup.

Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, ½ doz.	3 71
20s, per case, ⅛ doz.	3 72
½ barrels, cwt.	5 50
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
Barbadoes, ½ bbls., per gal.	0 72
New Orleans	0 47

Fruit Demand Heavy Prices Advancing

Winnipeg

DRIED FRUITS.—The demand for all California fruits is heavy, with prices advancing. It will be remembered that the California Raisin Association withdrew prices some weeks ago on account of heavy rains and damage to muscat crop; they have since announced new prices, which are about a cent higher than the old ones. While the association is now offering raisins only subject to pro rata delivery, it is understood there will be no shortage in Winnipeg this Christmas. Dealers may expect to pay extraordinary prices this year for evaporated apples, as quotations being sent out by Ontario evaporators are almost unheard of. The difference compared with those of last year will be most marked. Few houses are offering evaporated apples to-day. One jobber quotes in cartons as follows: Fancy Ontario 16-31 lb. cartons to case, per carton, 29c. Spanish Valencias are in—finest selected, 28 lb. boxes, per box, $3.35; 4 crown layers, 28 lb. boxes, per box, $3.50. Brokers are finding stocks of peels short, deliveries slow, and prices very high. Lemon in boxes brings 19½c, orange 20½c, and citron 24c per lb.

Dried Fruits—		
Pears, choice, 25's	....	0 14½
Apricots, choice, 25's	....	0 15½
Apricots, choice, 10's	....	0 19
Peaches—		
Choice, 25-lb. boxes	....	0 09
Choice, 10-lb. boxes	....	0 09¾
Currants—		
Bulk, cleaned	....	0 17
16-oz. pkgs., cleaned	....	0 15
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 12-oz. pkgs.	....	0 09
Raisins, California—		
16 oz. fancy, seeded	....	0 10½
16 oz. choice, seeded	....	0 09¾
12 oz. fancy, seeded	....	0 08½
12 oz. choice, seeded	....	0 08
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 08¼
3 crown, loose, 50's	....	0 08½
Raisins, Cal. Valencias—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Prunes—		
90 to 100, 25s	....	0 08
50 to 60, 25s	....	0 10¼
Peels—		
Orange, lb.	0 17¾	0 22
Lemon, lb.	....	0 21
Citron, lb.	....	0 25

Beans Will be Higher Priced

Winnipeg

DRIED VEGETABLES.—There is a very much higher market for all kinds of beans, due to shortage. Michigan crop which, normally, is about six million bushels, will only be slightly over two millions this year. The crop in Ontario is short. Some idea of the high market can be gauged from the fact that Japanese beans laid down in Winnipeg this year will cost the wholesaler as much as the retailer was paying this fall. While there are fair stocks of beans on the market, they are not large. One house is quoting $4.40 on fancy white Manchurian beans, and $4.50 for small white Ontario beans. For Limas (California), the same firm is asking 8¼c for about 100-lb. sacks. Another house in a letter to the trade state that they were recently offered 3-lb. pickers at $5.85 f.o.b. East, and that since their quotations to-day are a dollar per bushel less than this, they infer for the dealer that it will pay to buy at to-day's prices.

Manitoba potatoes, 10-bushel lots	....	0 80
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg	0 70	0 75
B.C. potatoes, carlots	....	0 85
Carrots, bushel	....	0 75
Turnips, bushel	....	0 60
Onions, per cwt.	....	2 50
Cabbage, per cwt.	....	1 50
Cauliflower, per doz.	....	2 00
Imported mushrooms	....	0 90

Sago, Tapioca Higher In Primary Market

Winnipeg

RICE.—Brokers report a higher primary market for both tapioca and sago, amounting to about a cent per lb. This is attributed chiefly to freights. Pearl tapioca in sacks of about 160 lbs., is quoted at 8c per lb. Sago is bringing around 7c per lb.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	5 30
Crystal	5 00
Snow	5 20
Ice drips	5 30

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	....	0 07
Half bags, 112 lbs.	....	0 07
Quarter bags	....	0 07
Velvet head Carolina	0 08	0 09
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 08½	0 09
Seed, lb.	0 09	0 09½

(Continued on page 36.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 22.—Small white beans are offered at 8½c to 10c, with quantities limited. No. 1 patent flour, quoted at $5 to $5.30, prices were easier at the end of the week, but have now firmer tone. Lard made two advances of ½c, and threes are now $12.60. Gallon apples are up to $2.50 case. Gallon tomato ketchup is selling at $4.50. Ontario cheese is firm at 26c. Paper bags are higher, and kraft paper is now costing 11c. Canned clams will be considerably higher soon. Evaporated apples, 50's, are selling at 12½c. Shelled almonds are scarce, and are quoted at 45c.

CALGARY:		
Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	....	5 30
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 95
Cheese, No. 1 Ontario, large	....	0 26
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	12 60
Bacon, smoked backs, lb.	....	0 24
Bacon, smoked sides, lb.	....	0 24½
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	....	3 00
Peas, 2s, standard case	....	3 00
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a,cse	5 00	5 50

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 22.—Business in Edmonton and district continues exceptionally brisk. Wholesalers are looking forward to a heavy Christmas trade. Valencia shelled almonds have just arrived, and are quoted at 42c. California almonds are expected in two weeks at same price. Prunes have advanced 2c per pound, and are selling at a basis of 10c for 25's. Raisins are now 11c for 25's, and 10¾c for 50's. Seedless raisins and bleached Sultanas are scarce. Flour is $10.60 per barrel, or $5.30 for 98's. Molasses is quoted at 77c. Rolled oats, $3.35. Cheese is quoted at 25½c; butter, 44c; lard, pure, $12.30; compound, $9.60; eggs, 40c; storage, $10.50 case; tomatoes, $4.80 case; corn, $3.20 case; peas, $2.90 case; apples, $2.20 case. Sockeye finest salmon, $11.50.

EDMONTON:		
Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	....	10 60
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s, basis	....	3 35
Rice, Siam, lb.	....	0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	....	9 05
Cheese, No. 1, Ontario, large	....	0 25½
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	12 30
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26½
Eggs, No. 1	....	0 40
Eggs, storage, case	....	10 50
Tomatoes, 3s, standard case	....	4 80
Corn, 2s, standard case	....	3 20
Peas, 2s, standard case	....	2 90
Apples, gals., Ontario, case	....	2 20
Strawberries, 2s, Ontario, case	....	5 50
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 10
Salmon, finest sockeye, tall, case	....	11 50
Salmon, pink, talls, case	....	5 00

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask, Nov. 22.—While flour is reported to have dropped at other Canadian points the price locally remains the same as last week market conditions are satisfactory. Beans have advanced 35 cents a bushel being quoted at $5.10. Rolled oats in bails have advanced to $3.95. Cheese is up to 28 cents and butter has advanced to 40c. New prices on candied peel include citron 27, lemon 22, and orange 21¼c. Tapioca up one half cent. Evaporated apples have advanced half cent, and dates are one cent higher at 11½c.

REGINA:		
Beans, small white Japan, bush.	....	5 10
Flour, No. 1 patents, 98s, per bbl.	....	10 70
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 95
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08½
Sugar, pure cane, granulated, cwt.	....	8 84
Cheese, No. 1, Ontario, large	....	0 28
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	12 00
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 45
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s, standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	....	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 22.—Apparently limitless possibilities of higher prices are indicated by usual upward surge during past week. Manitoba flour achieved a 20 cent drop to $11.20. Other changes upwards. A $2. rise brings American clear pork to from $30 to $40.50. Butter is up three cents, and dairy is now 38c to 40c; creamery is 43c to 45c; eggs new laid are scarce at 50c; case eggs are quoted at 40c to 42c. Lard is now 21½c to 22c for pure, with compound firmer at 17½ to 17¾c. Cheese is up to 25c and 25½c. Cornmeal now $7.50 barrel, and rolled oats have jumped 75 cents and the quotation is now $8.50. Beans show continued upward tendency with both white and yellow eyed quoted at $7. In salmon Cohoes are firmer at $9 case, and pink talls at $6. Seedless raisins are up to 15 cents. Prunes 90/100 are up to $10. Candied peel is easier at 25 to 26c for citron, and 22 to 23c for oranges and lemons. Evaporated fruits show sharp advance with apples at 11 cents and apricots at 21c. Dromedary dates are again advanced to 12½c.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	11 20
Ontario	....	10 45
Molasses, extra fancy, gal.	0 60	0 61
Rolled oats, bbl.	....	8 50
Beans, white, bush.	....	7 00
Beans, yellow-eyed	....	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23½	0 24
Butter, creamery, lb.	0 43	0 45
Lard, pure, lb.	0 21½	0 22
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	....	0 50
Eggs, storage	0 40	0 42
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75

NEW DEPARTMENTAL STORE FOR TORONTO

A good deal of interest has centred around the new $15,000,000 store to be erected in Toronto at the corner of College and Yonge Streets. Save for persistent rumors that connect the name of the T. Eaton Company with the new undertaking, the secret as to the identity of the parties behind the venture has been carefully kept.

The plan is to build a mammoth departmental store fifteen storeys in height, to occupy a solid block, bounded by Yonge, College, Terauley and Hayter Streets. Arrangements have been made with the city for the closing of Buchanan Street in return for certain concession of land by the company on other streets. With the exception of one property, the company is in control of all the land in question.

FLOUR AND CEREALS

Flour's Decline Only Temporary

Effect of Expected Break in Wheat Was a 20c Drop in Price of Flour, But Market Expects Reversion to Greater Firmness

Montreal

FLOUR AND FEEDS.—Expectations of the wheat market watchers in Montreal, as indicated in CANADIAN GROCER last week, were quite suddenly realized when wheat dropped 4c, due, it is confidently believed, to the releasing of large holdings by men who had reached the stage where they desired to clean up their profits. The "pool," which has been helping firm the prices of wheat and flour of late, broke, and the market became temporarily unsettled. Flour was reduced 20c a barrel, and remained at $10.30 for first patents for some time after the market rallied again. Wheat had recovered from 6c to 7c before the middle of the week, and millers were considering returning flour to the figures of last week's quotations, which made first patents $10.50 in car load lots. Opinions inclined strongly to the idea that having experienced the expected drop, wheat will now remain firm, and go on advancing, taking flour with it, until spring, and news of the new crop. Demand for feeds keeps firm and insistent as ever. One milling concern in Montreal advanced prices on bran and shorts by $1 a ton to $32 and $36 respectively, but other firms maintained the quotations of last week. Feeds are still difficult to get in quantity sufficient to meet demand, and the outlook is always for firmness until spring.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 30	....
Second patents	9 80	....
Strong bakers	9 60	....
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 50
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	46 00	50 00
Feed oats, per bushel	....	0 78

CEREALS KEEP FIRM AND IN GOOD DEMAND

Montreal

CEREALS.—Continued firmness is the market outlook for all varieties of cereals, including package goods. Oatmeal is 10c higher in price, due to the general shortage of the grain and the heavy demand for it. All wheat basis breakfast foods are in firm condition of market, with the outlook on some lines towards higher prices. Barley keeps very firm, and peas are also amongst the scarcer commodities. There is no sign of any tendency towards lower prices for goods in the cereal class. Wheat holds the key to the situation.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 75	5 00
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 30
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	....	4 90
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 10
Oatmeal, granulated, 98 lbs.	....	4 10
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 75
Rolled wheat, 100-lb. bbls.	....	4 10
Rye flour, 98 lbs.	....	3 70
Whole wheat flour, 98 lbs.	....	4 90
Wheatlets, 98 lbs.	....	5 15

Flour Dropped 20c., Then Up Again

Cash Wheat Dropped Over 7c During Week, But on Tuesday Returned to Highest Level for Season

Toronto

FLOUR.—Wheat has had its ups and downs during the week, and flour has tagged it pretty close. On Saturday of last week wheat had dropped for cash No. 1 Northern to $1.92¼ from the high point of $2.01⅛ for cash wheat on the previous Monday. This was a decline of 8⅞c during the week. Flour on Saturday, November 18, followed downward, and was reduced 20c per barrel, making the selling price $10.20 in car lots and $10.40 in small lots. On Monday the wheat market opened strong, and the price for cash wheat was run up to $2.00½. Strength continued on Tuesday's market and cash wheat at Winnipeg went up a ½c to $2.01 at the close. There is considerable uncertainty in the wheat and flour market immediately, but the underlying tone of the market is one of great strength. Millers feel that the limit of high prices in both wheat and flour has not by any means been reached yet, although it may have temporary setbacks in their upward flights. Ontario winter wheat flour held steady during the week.

	Small lots. per bbl.	Car lots. of 2 bags
Manitoba Wheat Flour—		
First patents	10 60	10 40
Second patents	10 10	9 90
Strong bakers	9 90	9 70
Ontario Winter Wheat Flour—		
High patents	9 30	....
Second patents	9 10	8 80

FLOUR DUE TO GO HIGHER

At the close of the wheat market on Wednesday Winnipeg cash wheat No. 1 Northern Sold at $2.06. This is the highest point yet reached. Flour at this price is very firm. While some of the mills had not yet raised their price from the $10.20 basis in car lots, late Wednesday still notification of an advance was momentarily expected. At this quotation for wheat a higher price than $10.40 is stated to be warranted.

PEARL AND GRANULATED HOMINY REGISTER ADVANCE

Toronto

CEREALS.—Pearl and granulated hominy registered an upward tendency during the week, the advance recorded being 25c per 98-lb. sack. Graham flour, whole wheat flour and wheatlets registered a decline during the week with the decline in flour, but with the advance on Tuesday went back to the last week's quotations. Rolled wheat in 100-lb. barrels is selling at $5.75 and rye flour at $4.20 per 98-lb. sack. There has been a good demand for cereals during the week, with a firmness throughout the market.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs.	4 50	4 75
Beans, prime	6 00	6 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 95	5 00
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 25
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 75	3 95
Rolled wheat, 100-lb. bbls.	....	5 75
Rye flour, 98 lbs.	....	4 20
Whole wheat flour, 98 lbs.	4 95	5 00
Wheatlets, 98 lbs.	5 20	5 35

MILL FEEDS SHOW FIRMNESS IN PRICE

Toronto

FEEDS. — There was a firmness throughout the feed market during the week. There was no indication toward lower levels in the face of the high price of wheat and all other grains. Bran firmed up by $1 per ton, and special middlings were also firm at $36 to $40. A heavy consumption of all feeds continues, bran particularly being used by stockmen in larger quantities. Ontario oats also advanced 1c per bushel.

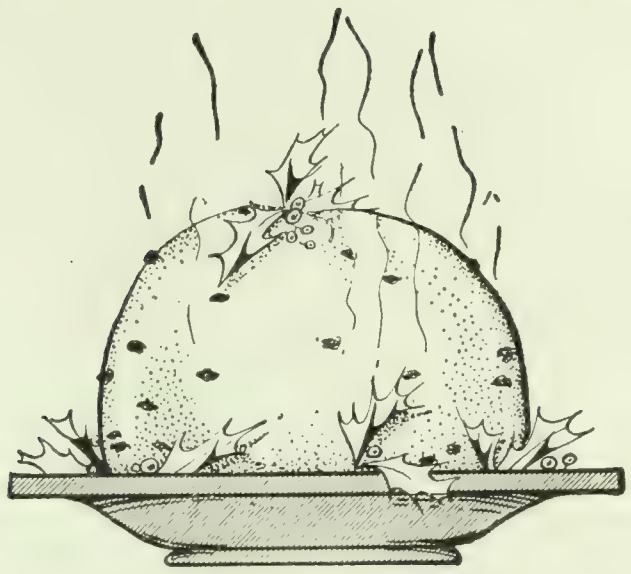
Mill Feeds—	Per ton	
Bran	31 00	32 00
Shorts	33 00	35 00
Special middlings	36 00	40 00
Feed flour, per ton	51 00	53 00
Ontario oats, outside points	0 66	0 68

FLOUR DECLINED ON TEMPORARY WHEAT DECLINE

Winnipeg

FLOUR AND CEREALS.—The price asked for first patents last Friday was $10.06, this being a decline from the

THAT CHRISTMAS CAKE AND PUDDING



Christmas baking reaches the high water mark of delicious wholesomeness when

Gold Seal Flour

is used.

Our comprehensive publicity campaign has produced a big, ever-growing demand for this high-grade pastry flour.

Gold Seal always gives the results that pull the repeat orders. Its quality is always uniform—the quality that has made our products the big sellers they are.

Gold Seal is entirely a Canadian Product—Canadian Capital, Canadian Wheat and Canadian Labor. Gold Seal popularity is recognized by all.

Canadian Cereal & Flour Mills Co., Ltd., Toronto

The Mark of Quality

record prices reached of $10.20. The decline took place on Friday, and was brought about by a slight drop in the wheat market. The wheat market last week-end was still showing signs of weakness, attributed largely to lack of export demand; however, those in close touch with the situation feel that this is only a temporary weakness. Rolled oats have been advancing rapidly owing to high prices prevailing for oats. All mills look for very high prices on milling oats, and the manufactured product will have to follow the raw material. Rolled oats in packages are now selling for $4.10 per case. Cornmeal has been very high during the past two weeks, but is now declining, as new corn is appearing, and Southern mills expect to get prices down to normal between now and the middle of December; the present price is $3.20 for 98's. Oatmeal is up to $4.00. Feeds remain firm as far as the West is concerned, but have advanced considerably in the East, where the demand is heavy. Millers look for higher prices during the winter months.

Flour—	
First patents, bbls. in 98's	10 00
Second patents, bbls. in 98's	9 50
Strong bakers	8 90
Rolled oats, 80 lbs.	3 20
Rolled oats, pkgs., case	4 10
Cornmeal, 98's	3 20
Oatmeal, 98's	4 00
Bran, per ton	25 00
Shorts	27 00
Crushed oats and barley, ton	47 00

"CASHING IN" ON BREAD AGITATION

(Continued from page 23.)

This is one man's experience. Conditions may vary somewhat in different places, but everywhere people have been having it dunned into their minds that bread is high and that baking is the cure-all. You will undoubtedly feel some effect of this stimulus. Perhaps you have been satisfied with that, without ever considering the enormous access of business that has been developing in this line everywhere.

Why let the business go by your door? A striking window will arrest it, and means enormously increased sales.

Wasting Advertising Capital

To fail to take advantage of this trend of public thought is to waste valuable advertising capital. You have had flour advertising in plenty, and advertising not directed at a particular brand, but aimed at the buying impulse. Almost everything has been done for you. You have only to crystalize a suggestion to wake to your own benefit. A little advertising in the daily press, the use of a few inexpensive dodgers, and more than all the effective use of your best selling agents, your show windows, will assuredly accrue to your advantage. Not to take advantage of this opportunity is to waste a most pronounced example of the psychological moment in advertising.

A SMALL DEBT COURT FOR ONTARIO

(Continued from page 18.)

this is the court that he must go to.

And the merchant takes all the chances. He has to commence with to deposit $2.50 to cover the costs of the case. This entitles him to the issue of a summons to the debtor to pay up or appear in court to defend himself. But this summons is served by a court bailiff, and he doesn't do it out of pure friendliness. His costs must also be paid by the merchant. If the debtor defends the case, of course there will be lawyer's fees, the limit depending on the lawyer.

If the debtor doesn't pay and doesn't successfully defend the suit, then a judgment is issued against him for both debt and costs. This looks like a bright spot for the merchant. But suppose the debtor doesn't pay, then the merchant must begin again. A writ is issued and a bailiff, at the creditor's expense, of course, goes to seize whatever seizable property the debtor may have. He may not have any, for all goods are not seizable. In which case the merchant is out his debt, his time and all his costs, out of everything, in fact, except experience, which will probably lead him to believe that a small debt is a better thing than a small debt plus the charges for collecting an uncollectable thing.

This is a state of affairs that should not exist. There ought to be more effective machinery than the Division Court for handling these debts.

Manitoba has a better law. In that province a creditor can sue for any debt up to $100 for a maximum cost of 50c. There is a sporting chance in that sort of a law that would render merchants more liable to sue, and consequently there would be removed the little haven of refuge that has been built up around the $5 debtor.

The Retail Merchants' Association has taken the matter in hand, and is energetically urging a change in the law which will at least put Ontario merchants in as favorable a position as those in Manitoba. It is an agitation in which the association deserves the assistance of all the retail trade.

WEEKLY GROCERY MARKET REPORTS

(Continued from page 32.)

CANNED GOODS.—New prices are out on gallon apples, and they are about a dollar per dozen higher than those of a year ago. There is considerable diversity of opinion among jobbers as to what should be charged for new pack tomatoes and corn, which results in a variety of quotations to the retail trade. In cases where jobbers have considerable stocks of old crop goods, they are evening up the cost, resulting in much lower prices on new goods than other jobbers are asking. One house claims to have gone into the American market and bought at lower figures than those charged by Canadian packers. Their prices range from $4.55 to $4.70, but in some cases quotations run as high as $5.50.

Tea is Firmer in Primary Markets

TEA.—A Winnipeg importer states that every cable from Colombo since the beginning of October has reported a strong and advancing market. Calcutta also reports a strong market and scarcity of freights, which is retarding the shipment of orders. Wholesalers here hold moderate stocks.

Fish Prices Go To Higher Levels

Winnipeg

FISH AND POULTRY.—Oysters are bringing $3.00 per Imp. gallon, and there is the usual demand. There is a pronounced scarcity of halibut, and dealers will be paying 16c for fresh and 14c for frozen. Fresh salmon is bringing 16c, and frozen 15c. Lake trout is up to 13c. smoked goldeyes 55c, and kippers $2.25 per box. Heavier receipts of poultry have resulted in an easier feeling. It looks as though there will be no scarcity for local requirements this season. Live prices are as follows: No. 1 chicken, 16c; fowl, 12-14 c; rooster, 9c, and turkeys, 19-21c.

Oysters, Imperial gallon		3 00
Whitefish		0 09½
Salmon		0 16
Halibut, fresh		0 16
Halibut, frozen		0 14
Lake trout		0 13
Fresh cod		0 12½
Smoked goldeyes		0 55
Kippers, boxes		2 25
Bloaters, boxes		2 00
Mackerel, 10-lb. kits		3 50
Poultry—		
Good fat chickens		0 16
Good fat roasters		0 09
Good fat hens	0 12	0 14
Turkeys	0 19	0 21
Ducks	0 13	0 15
Geese		0 19

Advanced Prices on Some Vegetables

Winnipeg

FRUIT AND VEGETABLES.—Manitoba potatoes can be bought in carload lots for 85c per bushel. Onions are higher, dealers asking $3.50 per cwt. Cabbage is up to $2.00 per cwt. Grapefruit is on the decline, and can now be bought for $5.50. Malaga grapes range from $7.50 to $10.00. Sweet potatoes are bringing $5.00 per bbl.

Manitoba potatoes, 10-bushel lots		0 90
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg		0 85
Carrots, bushel		0 75
Turnips, bushel		0 60
Onions, per cwt.		3 50
Cabbage, per cwt.		2 00
Cauliflower, per doz.		2 00
Imported mushrooms		0 90
Sweet potatoes, bbl.		5 00
Fruits—		
Oranges, Navels, case		6 00
Lemons		7 00
Grape fruit		5 50
Emperor grapes, kegs		5 50
Malaga grapes, kegs	7 80	10 00
Ontario Greenings		6 00
Ontario Spies		7 00
Ontario Baldwins		6 00
N.S. Kings		4 75
B.C. box apples	1 65	2 50
Cranberries, bbls.		11 00

PRODUCE AND PROVISIONS

Compound Lard Is Again Up In Cost

Montreal—

PROVISIONS.—Live hogs were in firmer market at the beginning of this week, selling at $11.75 per 100 lbs., and the tendency was towards firmness. Dressed hogs were also firmer at 16½c to 16¾c per lb. Lard, however, remained unchanged in price as regards the pure quality, but compound is up a cent a pound for all grades and containers. This advance is attributed chiefly to the behaviour of cottonseed oil, which is at very high figures. Demand for all lines of provisions is reported good, but there are some indications of economical inclination on the part of the buying public.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 19¾	0 20
Tubs, 60 lbs.	0 20¼	0 20½
Pails	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 21½	0 21¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

POULTRY SUPPLIES MORE PLENTIFUL

Montreal—

POULTRY.—Supplies of poultry coming in from the farms are more plentiful now, and prices show shadings downward, though quotations generally maintain as last week's. The poultry shipments are arriving more plentifully dressed now, the weather conditions being favorable. Better quality birds have been delivered than earlier in the season. There is a good brisk demand for poultry from the consumers' end of the market, and the producers appear to be ready and well able to meet it. Whatever may be the condition as regards eggs, there seems to be no forthcoming famine in feathered food products.

Fowl—		
Chickens, milk-fed, crate, fattened, lb.	....	0 20
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 20
Young ducks	....	0 13
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 23
Turkeys (young)	....	0 24

BUTTER KEEPS AT VERY FIRM LEVELS

Montreal

BUTTER.—While butter prices are unchanged from last week, the trend of the market is very strongly upwards, and it is possible to buy butter at higher prices than those quoted without being considered at all unwise as a purchaser. One large butter firm in Montreal this week refused an offer of 45 cents a pound for a large quantity of butter, and butter was being sold at Cowansville at prices ranging from 43½ cents per pound to as high as straight 44 cents. Production is now almost at an end in the country. At the country prices quoted, cost does not end for the purchaser from producer direct, as a quarter of a cent a pound must be added for freight. Butter as now quoted in the country is 13 cents a pound higher in price than it was this time last year. Into Montreal for the week ending November 18 were shipped 7,304 packages of butter as compared with 5,721 packages for the corresponding period last year.

Butter—		
Creamery, prints	....	0 44½
Creamery, solids	....	0 44
Dairy prints, choice, lb.	0 38	0 41
Dairy prints, lbs., in tubs	0 37	0 39

CHEESE PRICES ARE AS FIRM AS EVER

Montreal

CHEESE.—Owing to the exceptional demand for export, cheese prices keep firm as ever, and as a matter of fact, cheese was being bought at country points at prices identical with those quoted by wholesaler to retailer. There is no doubt that prices will be found firmer still for cheese as the season progresses into winter. Export demand is not lessening, and though producers are doing their utmost to cope with demand, the season for cheesemaking fast passes. Receipts of cheese in Montreal for the week ending Nov. 18, are almost identical with those for the corresponding period last year, that is, 33,338 boxes as compared with 38,014, the larger figure being the 1916 receipts.

Cheese—		
Large, per lb.	0 23	0 23½
New, twins, per lb.	0 23½	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 26
Fancy old cheese, per lb	....	0 26

EGGS GETTING VERY MUCH SCARCER NOW

Montreal—

EGGS.—Receipts of eggs in Montreal were 41,481 cases for the week ending November 18. But the supply is behind demand, and prices are accordingly firm. Some shipments of United States eggs came into Montreal last week, and reports regarding these show that the market over the border is also at a low ebb as regards really good quality eggs. A large proportion of imported eggs fail to pass the candle test. Lots delivered are unequal in quality, as if the market were short of the good grades, and no shipper of repute on the other side of the border will guarantee his shipments absolutely at this stage of the business. Prices to the retailer in Montreal maintain as under.

Eggs—		
New laid, cartons	....	0 50
New laid, ex-cartons	....	0 52
Selects	....	0 40
No. 1	....	0 36

HONEY PRICES FIRM AND DEMAND IS GOOD

Montreal

HONEY.—There is a very good demand for honey, and supplies are satisfactory to the wholesalers both as regards quantity and quality offered. The country stocks are apparently plentiful, and prices remain unchanged for the product. Comb honey has been moving briskly in a retail way of late, and some restaurants have been featuring this as a dessert sweet, thus aiding to increase domestic demand also.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60 lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60 lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Cooked Meats Easier Hogs Trifle Firmer

Lard and Compound Up ¼c to ½c—Live Hogs not Reaching Market in Large Numbers

Toronto

PROVISIONS.—There has been an easier tendency in cooked meats during the past week and prices on these have declined 1c per pound. The heavy summer demand is now over and people are no longer eating so much sandwiches, and cold meats. Live hogs are firmer in price by 10c per hundred pounds, while dressed hogs are easier, the latter being quoted from $16.50 to $17 as com-

pared with $17 last week. Pure lard has advanced ¼c per pound and compound is holding firm at an advance in certain quarters of ½c per pound. The demand for lard has been heavy and everything seems to going to firm and steady prices in these commodities for the balance of the year at least. Commission men look for a slightly easier tendency after the demand for the Christmas trade is over.

Hams—		
Medium, per lb.	0 24	0 25½
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.		0 20¼
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼

In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	16 50	17 00
Live, off cars		11 00
Live, fed and watered		10 75
Live f.o.b.		10 25

BUTTER UP 1c POUND HEADED STILL HIGHER

Toronto

BUTTER.—Another 1c advance was recorded in the price of butter during the week, making the quotation for creamery prints, fresh made, 45c to 47c. All other butters are up in a like amount. Supplies are coming to the market very slowly. Still higher prices are anticipated in the near future. Butter is scarce and there seems no relief except in higher prices. It is expected that American butter will be brought into the Canadian market before long. On the present basis of 37.5c at Chicago for butter when duty, war tax and freight are paid brings the cost in the neighborhood of 44½c per pound. There is practically no export at the present time, the price being too high.

Creamery prints, fresh made	0 45	0 47
Creamery solids	0 44	0 46
Dairy prints, choice, lb.	0 42	0 43
Dairy prints, lb.	0 39	0 40
Bakers	0 36	0 37

ARRIVALS OF NEW LAIDS ARE PRACTICALLY NIL

Toronto

EGGS.—Arrivals of new laid eggs are almost down to the vanishing point. There are hardly enough arriving at the present time to establish a market price. Quotations are higher but they are merely nominal as there is practically none of the new-laids for sale. In consequence they are quoted 55c to 60c per dozen. This is a jump of 5c during the week. No. 1 storage has had a heavier run and the prices have advanced 2c per dozen. Selects are also firmer in price by 2c per dozen.

Eggs—		
New lad, cartons i.	0 55	0 60
No. 1 storage, ex-cartons	0 40	0 42
Selects, extras	0 42	0 44

CHEESE GOES TO HIGHER LEVELS BY 1c POUND

Toronto

CHEESE.—New high levels for cheese were established at factory points during the week. At Belleville some 603 boxes were sold at 25c and 26 1-16c. Locally prices have advanced 1c to 1½c per pound. Commission men are in doubt in certain instances as to whether the export trade warrants such high prices being paid. Time will be a factor in helping them to decide. With war-time on there is every prospect that the coming year will see perhaps unheard of levels in more than one food commodity.

	Per lb.	
Cheese—		
New, large	0 25	0 25½

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

CHICKENS AND HENS COMMANDING BETTER PRICE

Toronto

POULTRY.—There has been a firming of the market in spring chickens and hens during the week. Supplies are coming in moderate quantities and at such a rate as to allow commission men adequately to take care of them. Spring chickens and hens have accordingly advanced 1c per pound in the price being paid at Toronto by commission houses. Geese are coming in fairly good numbers but turkeys are scarce. It is thought the supply of turkeys will scarcely be enough to meet the needs of consumers this winter. Late spring and hot summer months both militated against the developments of the young turkeys.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 10	0 12
Young ducks	0 12	0 15
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young turkeys (8 and 9 lbs. each)	0 21	0 25
Young turkeys (over 9 lbs. each....)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

DEMAND FOR HONEY AS SUBSTITUTE FOR BUTTER

Toronto

HONEY.—There has been a firmness in the honey market during the week. Arrivals from producing points are about over and the demand for honey has been fairly heavy. People are evidently using honey in place of butter on their bread in many instances. There was a big consumption of the commodity at the local producing points and this helped reduce the amount that was expected to find its way to the large centres. There has been an advance of ¼c per pound in the 60-lb. tins. Buckwheat honey on the other hand is easier in price by ½c to 1c per pound. There is not very much of this article consumed in this market.

Honey—		
Clover, 5 and 10-lb. tins	0 12¾	0 13
60-lb. tins	0 12	0 12¼
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09½	0 10

COMPOUND AND PURE LARD HIGHER IN PRICE

Winnipeg

PRODUCE AND PROVISIONS.—Receipts of live hogs continued light last week, with the average quality running unfinished, due no doubt to the high price of grain. The market for hogs is firm at $10.35 to $10.50, and Eastern buyers are taking their share. Provisions prices are unchanged, but firm. On account of the cotton seed oil market strengthening, compound lard is up ½c, and is quoted on a basis of 14½c tierces. Pure lard is also up ½c, which makes the basis 20c for tierces. Creamery butter in sympathy with Eastern markets and Eastern demand (the latter no doubt being for export) is firm. Carload trading has been at 41 to 41½c, while the retailer has been paying 42c for fresh made prints, which is a cent more than a week ago. Good dairy is practically impossible to get, and straight receipts in the country are very small now. Cheese.—In view of the continued heavy exporting, the market established a record for the season last week. Ontario factories are asking 24⅜c f.o.b. East, so that our market should be 27c. Eastern inquiries come in for eggs, and in view of the high prices being asked in the States, the egg market is firmer. No advance was made in Winnipeg last week, the prices asked being 45-50c for new laids, and 40-42c for extras in cartons.

Hams—		
Light, lb.		0 25
Medium, per lb.		0 23
Large, per lb.		0 21
Bacon—		
Breakfast, per lb.		0 24
Breakfast, select, lb.		0 27¼
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		30 00
Lard, Pure—		
Tierces		0 20
20s		4 10
Cases, 5s		12 52
Cases, 3s		12 60
Lard, Compound—		
Tierces		0 14½
Tubs, 50s, net		7 36
Pails,, 20s, net		3 05
Butter—		
Fresh made creamery, No. 1 cartons..		0 42
Best dairy		0 38
Fresh Eggs—		
New laids	0 45	0 50
Extras, in cartons	0 40	0 42
Cheese—		
Ontario, large		0 27

D. J. Dyson, of the Dyson Manufacturing Co., Winnipeg, is in the hospital with his left hand badly shattered, as the result of his gun bursting while shooting near Lake Winnipeg, Oct. 21. While his left hand has received severe injuries, only the thumb is entirely destroyed.

Armour's QUALITY PRODUCTS

Armour's Oval Label— A Mark of Quality and Service

Trade-Makers and Profit-Producers

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada

Selling Brunswick Brand Sea Foods will add to your Prestige

because Brunswick Brand Quality has everywhere won the approval of discriminating customers.

The ideal location of our plant and the extreme care we exercise in selecting only the highest grade fish obtainable has made Brunswick Brand the leaders in Quality Sea Foods.

This incomparable quality has built up big fish sales for dealers featuring Brunswick Brand. Why not get in line and secure a share of this profitable trade?

Here are a few of our satisfaction-givers:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Furnivall's FINE FRUIT PURE JAM

SUN-RIPENED fruits picked in the dews of early morning, and preserved under the most ideal conditions—to this is due the superiority of Furnivall's Fine Fruit Pure Jam.

If you appreciate repeat sales and larger profits, keep a stock of Furnivall's well displayed.

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.** MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

FURNIVALL-NEW, Limited

Hamilton Canada

Seasonable Brooms

"Excelsior" Brand

Xmas trade demands **Whisks** and **Toy Brooms.** We have these in many styles.

Whisks—From $1.25 per doz. up.

Toy Brooms — From 90c up. Fancy mottled handles, 2-string, at $1.50.

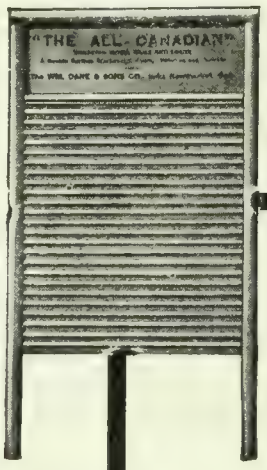
Snow Brooms — For the front door, Bamboo handles, 3-string, at $3.00.

Curling Brooms—We make the lightest, strongest and best all-round Curler's Broom in Canada. Selected fine corn, at $5.75.

Order to-day. We ship from stock.

J. C. SLOANE CO.

OWEN SOUND



How many women customers come into your store daily?

Now, just think, if you had a little display of the

New All-Canadian All-Wooden Washboards

(retailing at 20c) in your store, what a number of profitable and easy sales would result.

The prevailing prices of zinc and aluminum have put those materials out of the question for washboard purposes.

The "New All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities it equals the zinc or aluminum line.

The "New All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

WM. CANE & SONS CO.
LIMITED

NEWMARKET, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Make Your Customers Happy

by telling them how to be independent of cooks and servants by serving

Shredded Wheat

with milk or cream, or other fruits—a whole wheat food ready-cooked and ready-to-serve. So easy to prepare a delicious meal in a jiffy with Shredded Wheat and milk to work on, to play on —for youngsters and grown-ups. You sell the biscuit and the fruit.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

66-U

ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.

Contains No Alum

ROYAL BAKING POWDER CO.

NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only $10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.

Order from

Frederick E. Robson & Co.
25 Front Street E, Toronto, Ont.

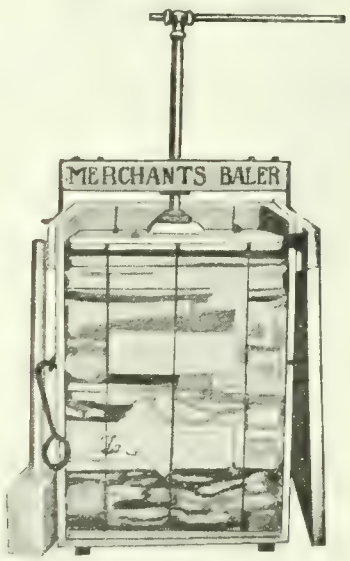
Mason & Hickey
287 Stanley Street, Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

We sell Wholesale and Retail Grocery and Hardware trade. Have five travellers. Want attractive line to push. Address Box 535, CANADIAN GROCER.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

IF CAR IS RIGHT ADVERTISING PAYS

This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

CALGARY

LETHBRIDGE

EDMONTON

CAMPBELL WILSON & HORNE
LIMITED

ROYAL SHIELD BRAND OF GOODS

WINNIPEG

CAMPBELL BROS. & WILSON LIMITED
THE OLD RELIABLE HOUSE
ESTABLISHED 1882

ROYAL SHIELD BRAND OF GOODS

PACKERS OF
ROYAL SHIELD
BRAND
OF GOODS

IMPORTERS
AND
WHOLESALE
GROCERS

SASKATOON

CAMPBELL, WILSON & MILLAR, Limited

REGINA

CAMPBELL WILSON & STRATHDEE, LIMITED

Branches also at RED DEER, ALTA., and SWIFT CURRENT, SASK.

Any of the above houses

will send you a trial supply of the quick selling profit-making Royal Shield Specialties.

Royal Shield quality will win the unstinted approval of every customer, and will give you a firm grip on bigger and more satisfactory sales.

Teas, Coffees, Jelly Powder and Baking Powder bearing the Royal Shield trade-mark are the best procurable.

All kinds of this season's pack of CANNED FRUITS and VEGETABLES now in stock.

CAMPBELL BROTHERS & WILSON, LTD.

If any advertisement interests you, tear it out now and place with letters to be answered.

HAMS

"Star" Brand Hams are Good Hams. They are selling to-day at less money than either Bacon or Backs. We have them in all sizes. Fresh, Pickled, Smoked and also Cooked.

Write, 'phone or wire your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON - - CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	3 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	3 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz to case	1 40
Family, Plain, $1.40 doz.; Family, Tomato Sauce, $1.45 doz.; Family, Chili Sauce, $1.45 doz.; 3's, Plain, Flats, Aylmer only, $1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, $1.75 doz.; 3's, Plain, Tall, $1.95 doz.; 3's, Tomato Sauce, $2 doz.; 3's, Chili Sauce, $2 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $5.75 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
10½ oz. Gross Jars	$ 0 75
Tumblers, Vacuum Top, 2 doz. in case.	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

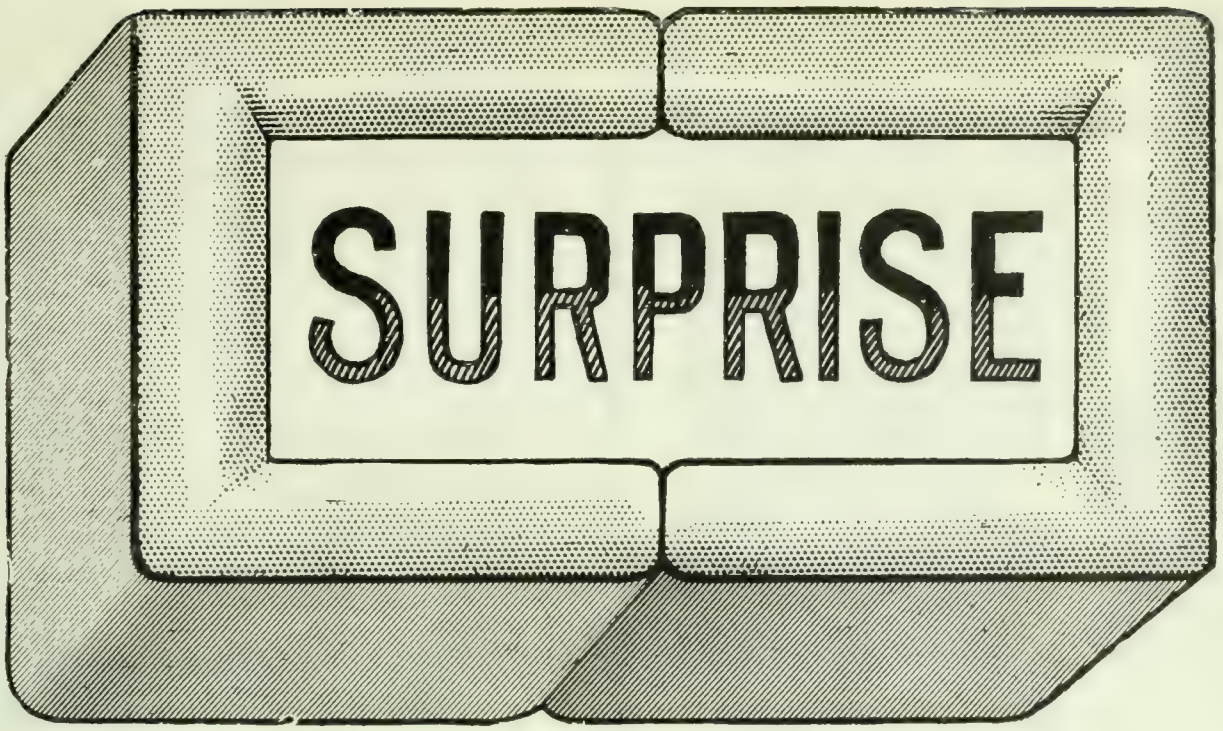
	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.



IT IS not by any streak of good luck that SURPRISE SOAP stands where it does to-day. Neither is it because of great salesmanship on our part. It requires more than good selling methods nowadays to keep a Laundry Soap in the place occupied by SURPRISE for so many years. It requires an assurance of absolutely unfailing satisfaction to the user, and this we may say is the very foundation of "SURPRISE'S" success since the first.

You do not know of any soap just like it in Canada, do you? You do not know of any Soap you can recommend with the same confidence!

The St. Croix Soap Manufacturing Co.

St. Stephen, N.B.

Montreal, Toronto, Winnipeg, Vancouver, Halifax.

This big 10 cent seller should be prominent in your displays

Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The
Canada Sauce & Vinegar Co.
519 King St. W., Toronto

"Lively Polly" Soap Powder

—the big 5c. Value.

There is guaranteed satisfaction in every package of this superior all round cleaner, and first sales are but the ice-breakers of steady repeat business.
"LIVELY POLLY" washes clothes quickly and easily, and is the cheapest and most reliable medium for washing household utensils, cleaning and disinfecting closets, drains, etc.
The neat carton is a "dead sure" eye catcher. You can unhesitatingly recommend "LIVELY POLLY" to every customer. There is a $1,000.00 guarantee of quality with every package.
Order a supply to-day.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents:
McLellan Import Co., 301 Read Bldg., Montreal

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 00
Jersey Brand, Tall, each 48 cans	5 00
Peerless Brand, Tall, each, 48 cans	5 00
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.25; 2s, $7.25; 6s, $22.
Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.25.

Their sales-producing qualities are well established

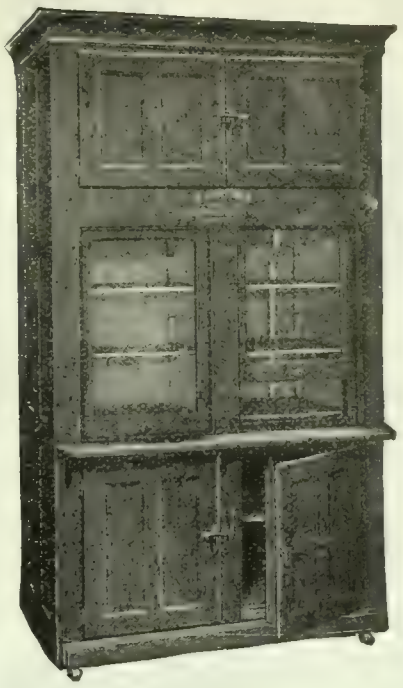
You are not experimenting when you start displaying the MALCOLM MILK PRODUCTS. They are no newcomers where sales producing and repeat business is concerned.

Added to their incomparable quality is the fact that they are Canadian-made from beginning to end. So that in featuring them, you not only show excellent judgment from a business standpoint, but you also show yourself to be a practical Canadian by encouraging home industry.

Order a trial supply. We'll pay freight up to 50c per 100 lbs., and deliver 5-case lots, to any point in Ontario, Quebec, and Maritime Provinces.

The Malcolm Condensing Co., Ltd.

ST. GEORGE, ONT.



It builds profits

The many unusual features of the **EUREKA**, coupled with its superior display facilities, make this refrigerator a continued source of profit to the dealer.

The **EUREKA** is the only patented refrigerator to-day possessing warm air flues across ceiling of cooling room connected with warm air flues at sides and ends.

The **EUREKA** Catalog tells you all about it. Write for copy.

Eureka Refrigerator Co.
LIMITED
31 Brock Ave., Toronto

"Without exception the ablest book ever published on the subject of Coffee."—Mexican Investor.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo. **Cloth Extra, Net, $2.00** **By Mail, $2.10**

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review.*

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book.—*Grocers' Criterion.*

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal.*

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, *the greatest authority in America upon the subjects of Tea and Coffee.* The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald.*

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Best coffee mills bear the name

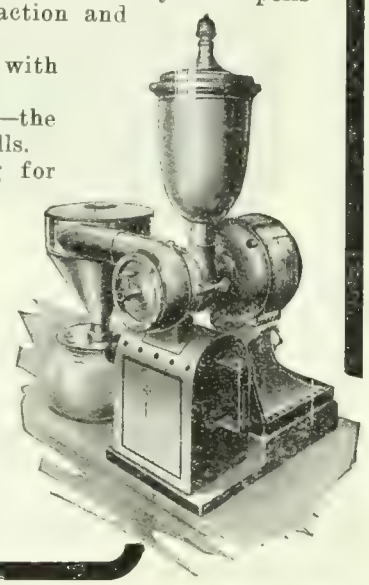
Hobart

The Hobart Coffee Mill Grinds Coffee to suit your customer's particular requirements, grinds it in a way that spells better customer satisfaction and bigger profits.

Give your customers coffee with the **dust** and **chaff** removed.

It's easy with the **Hobart**—the something new in coffee mills.

A post card to-day, asking for the Hobart catalog, will be a good step towards better coffee profits. Send it now before you forget it.



The Hobart Mfg. Co.
149 Church St.
TORONTO

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

You Can Save Money by Installing an
ELGIN NATIONAL COFFEE MILL

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.

WOODRUFF & EDWARDS CO.
ELGIN, ILL., U.S.A.

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12½c lb.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2. Individuals, 80c doz.
Pork & Beans, Tomato Sc., Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45. Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.
Spaghetti with Tomato and Cheese, ½s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14½
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles. cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb	0 37
Princess Blend, 50 and 30-lb. tins, lb	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

CALIFORNIA NAVELS

First car for this Season.
Fine quality, good eating.

California Late Valencia
Finest Orange Grown.

Also

Fancy Florida Oranges

New Messina Lemons

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861 **GUELPH, ONTARIO**

Fine Ripe

Navel Oranges and Florida Oranges

Now being shipped.

2,500 Barrels Malaga Grapes, New Figs, Nuts, Etc.

Fresh and Frozen Fish
in Large Variety.

OYSTERS
We can save you money. Sure.

WHITE & CO., LIMITED
Toronto

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encylopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than $50,000 to produce this book—but it sells for only $10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.08½

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs.	.04½
Half bbls., about 350 lbs...	.04¾
¼ bbls., about 175 lbs.	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs..	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	$3.75
5 lb. tins, 1 doz. in case..	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.	5 25
½ barrels, per 100 lbs.	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can.	$ 4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can	14.00	12.00	9.00

YUBA BRAND

2½ Can	$3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Kindly Mention This Paper When Writing Advertisers

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

If any advertisement interests you, tear it out now and place with letters to be answered.

A Reminder from the Old Country

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews

Melton Mowbray, - - - England

The soap that has made good

You are not experimenting in the least when you begin to sell **WONDERFUL SOAP.** Its wonderful all-round cleansing qualities have given it a secure place in the estimation of the good Canadian housewife.

Wonderful Soap cleans thoroughly without in any way injuring the daintiest fabric or the most sensitive skin.

Quick sales will result from a good display. Try it to-day.

The Guelph Soap Co.

GUELPH, ONT.

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MACLEAN'S MAGAZINE *for DECEMBER*

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

Contents:

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is 'The Ballad of Jean Desprez" —a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department; the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better** for a Canadian than any other magazine, no matter how or where produced.

At all News-Agents— Fifteen Cents

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

GENERAL STORE FOR SALE—UP-TO-Date fixtures; in small village, on railway; postoffice in connection; a good chance. Apply Box 200 Canadian Grocer.

FOR SALE—ONE NORTHRUP CURRANT cleaner, one currant breaker. Both in first-class order. Apply Box 201 Canadian Grocer.

EVERY MERCHANT WHO SEEKS MAXI-

mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

A want ad. in this paper will bring replies from all parts of Canada.

Jenkins & Hardy
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of

PEANUTS
CANNED CRAB
Oriental and Australian Goods.

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labour Saver for
Washing Clothes Without Rubbing
(2,000,000 users).

DIRECT SUPPLY ASSOCIATION
509 Belmont House
VICTORIA, B.C.

When writing advertiser kindly mention that you saw his ad. in this paper.

GROCERS
Call on us for fancy dressed poultry, fresh killed daily.
C. A. MANN & CO.
LONDON, ONT.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Why You Should Feature KING GEORGE'S NAVY

Feature King George's Navy Chewing Tobacco

--feature it to-day, to-morrow and every day and you will find your profits materially increased, your customers thoroughly satisfied, and your patronage steadily growing.

The mentolk will come into your store readily enough once they know you sell **King George's Navy**: the profits on it make a big "push" on your part worth while.

Try it and be convinced.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

Serve Your Customers Right in "Riteshape"

Holiday packages should be neat and attractive.

So many fancy bulk foods for the holiday trade.

The prettiest food package in the world is a ten pound **Riteshape.**

And the cost of the dish is so little.

Do you sell bulk jellies, preserves, jams?

The **Riteshape** dish carries such foods perfectly.

Pickles, olives, hot-house vegetables, saur kraut, cheese of all kinds, delicatessen goods all belong in the **Riteshape**.

The staples, meats of all kinds, butter, lard, sausage and similar goods should always go out in the right shape which always means in the **Riteshape**.

Are you just filling orders or are you really in business?

It depends on the way you handle your bulk food lines.

The **Riteshape** puts all bulk foods right up in the factory packed class, and gives you all the good-will that comes out of the sale.

Get it from all Canada jobbers, or

Victoria Paper & Twine Company
Limited

Toronto Montreal

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.

FEATURING -CANNED GOODS AND THE RETAILER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, DECEMBER 1st, 1916 No. 48

Grocers

are finding out that

STAG

CHEWING TOBACCO

is

"Ever-lasting-ly Good"

for their Tobacco Dept.

"STAG" is fresh, clean and juicy—and holds its fine flavor down to the last particle.

All Wholesalers handle

"STAG"—the Quality Chew

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Link Your Store With Our Advertising

Do you realize the value of advertising your goods by attractive store displays? Do you realize that your customers need to be continually reminded that you carry certain lines to get their orders? By having this handsome display fixture on your counter, your sales of

O-Cedar Polish

Reg'd Can. Pat. App'd (MADE IN CANADA)

will show a handsome increase.

THIS DISPLAY STAND IS GIVEN FREE WITH DISPLAY DEALS NO. 61 AND 62.

Display Deal No. 61—	Sells for	Display Deal No. 62—	Sells for
7½ doz. 4 oz. O-Cedar Polish	$22.50	21½ doz. 4 oz. O-Cedar Polish	$ 7.50
3 doz. 12 oz. O-Cedar Polish	18.00	5½ doz. 12 oz. O-Cedar Polish	33.00
1 only, Counter Display Stand.		1 only, Counter Display Stand.	
	$40.50		$40.50

(The above prices subject to usual discount.)

Our Supply is Limited in the Above Deals.

ORDER FROM YOUR JOBBER.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of Borden Milk Company Limited
EAGLE
GAIL BORDEN
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Winter Profits

that YOU should share in

Borden Products are Made-in-Canada

Grocers in every part of the country are adding to their profits during these days of soaring prices by stocking the well known Borden lines and by emphasizing their splendid economy and convenience to every housewife.

You cannot feature a more dependable winter selling line than **ST. CHARLES (EVAPORATED)** and **EAGLE BRAND (CONDENSED)** two of the popular Borden Milk Products. Their delicious purity, added to their undoubted economy, will meet with the unstinted approval of the prudent housewife.

But apart altogether from this unusual opportunity to increase your winter profits, selling Borden's now will lay a firm foundation of year-round sales of these satisfaction-giving lines. For Borden's have all the qualities that make repeat sales, and their many advantages popularize them throughout the entire year.

Your wholesaler will supply you.

BORDEN MILK COMPANY, LTD.

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin & Skelley's
Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

Get acquainted with this splendid profit-maker

Get your customers acquainted with it and you will quickly realize what worth-while business *BOWES MINCE MEAT* will bring you.

There's a delicious goodness about this superior Bowes Product, a "want moreish" quality that spells continued sales and bigger profits for the dealer stocking it. If you have yet to learn what a seller Bowes Mince Meat is try its selling merits to-day.

A little trial supply neatly displayed on your sales counter will convince you that you cannot afford to omit this seller from your shelves.

Let Bowes Mince Meat prove itself.

The Bowes Co., Limited, 72, 74, 76 Front St. E., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Plan for 1917 now

Meet rising costs by installing a complete National Cash Register

It is costing you more to do business to-day than it ever did before. Rents, labor and material are still going up. Merchants everywhere consider the matter serious.

What are you going to do about 1917? Will you meet new conditions with new methods, or will you stick to the old ones that hold you back?

Users of National Cash Registers have told us for years that their registers pay for themselves out of what they save.

But never before has this been so true as now. Never before have the leaks and losses cash registers stop meant so much in dollars and cents.

You cannot estimate what an up-to-date register would save you, with labor and material at prevailing prices.

Think, plan, and decide. Get ready for 1917, and the years to come, by placing your order now.

FOR FURTHER INFORMATION WRITE

The National Cash Register Company of Canada, Limited

CHRISTIE STREET TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask Your Wholesaler for

PURITY OATS

Made in Canada

The Purity Kid

Made from the finest of Alberta oats — the whitest, lightest, fullest and most delicious of all oats—in attractive, air-tight tube, and a valuable coupon in each large-size package.

That's the irresistible combination that makes Purity Oats such a splendid seller. Write for prices and free window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

Multiply your turnovers by insisting on Anchor Caps

You can't expect people to buy much bottled goods of whose purity and flavor they are the least doubtful. You wouldn't do it yourself.

> And yet you still keep on your shelves those bottled goods whose uncertain caps are keeping back good business and bigger sales.

Insist on having all your bottled goods sealed with the absolute security of Anchor Caps, which retain the goodness, the flavor, the quality the manufacturer first put into them. Get your jobber to supply you goods with Anchor Caps and see what a difference they will make in your turnovers.

Ask him to-day.

Anchor Cap & Closure Corporation of Canada, Limited

Sudbury Street West **Toronto, Canada**

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S Mincemeat

We recommend for your consideration the following attributes of

CLARK'S MINCEMEAT

1. Careful selection of the purest and best materials.
2. Perfect balancing and blending of the various ingredients.
3. Elimination of the necessity for additions or preparation.

Ready for use.

4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

SELL GOOD GOODS—YOU'LL BRING GOOD TRADE

W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Every one of your customers knows the Quaker brand as a mark of Quality.

THE QUAKER LINE

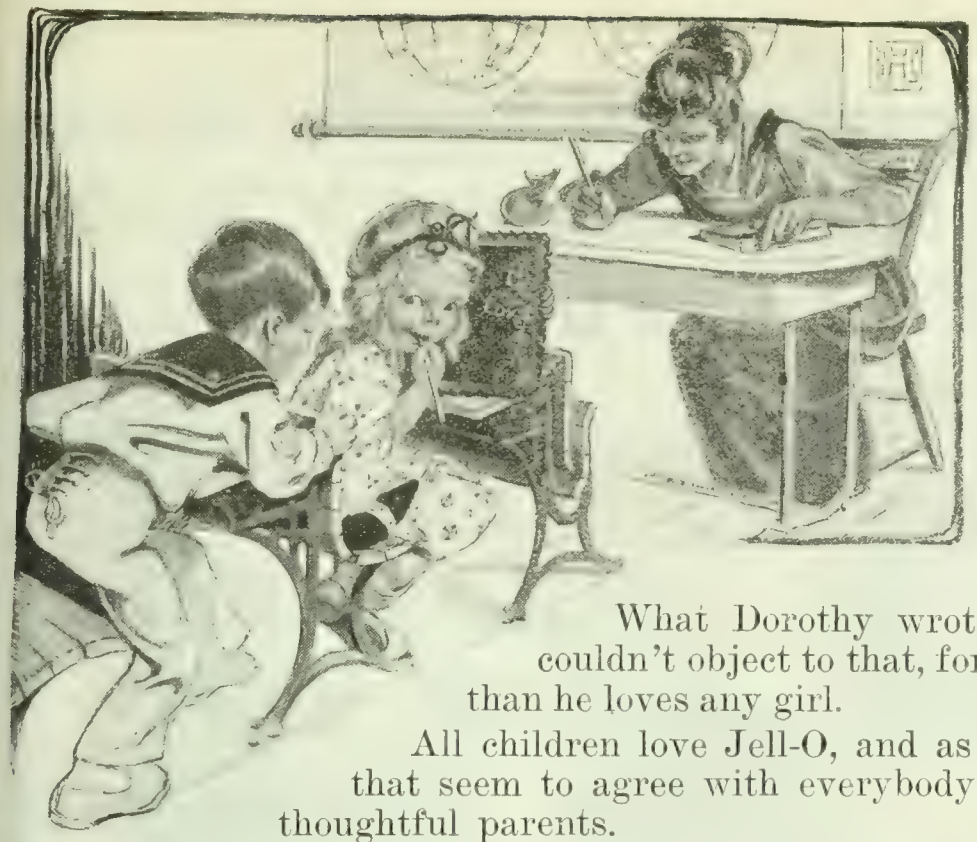
*QUAKER OATS
QUAKER MANITOBA PATENT
QUAKER TOASTED CORN FLAKES
QUAKER CORNMEAL
QUAKER FARINA
QUAKER CRACKED WHEAT
QUAKER HOMINY GRITS
QUAKER PEARL HOMINY
PUFFED RICE
PUFFED WHEAT
QUAKER GRAHAM FLOUR

Our tube package still a 25 cent Seller.

Be it Flour, Cornmeal, Hominy, Farina or Oats—the same splendid Quality throughout is guaranteed by the Quaker Brand.

Add to your Quaker Line to-day.

Prices are not likely to be lower this crop year.



The Teacher Sees What Dorothy Loves.

"Oh, Goody!" Bobbie says, "She loves—— Gee! I wonder who she loves."

He'd know "who" if he could see, as the teacher does, the other side of the slate, where mischievous Dorothy has put, in her best capitals, the word

JELL-O

What Dorothy wrote was, "I love Jell-O," and Bobbie couldn't object to that, for probably he likes Jell-O himself more than he loves any girl.

All children love Jell-O, and as it is one of those good things to eat that seem to agree with everybody, it is given to them very freely by thoughtful parents.

By the way, did you note that Jell-O received the Grand Prize (the highest award) at both of the California National Expositions last year?

THE GENESEE PURE FOOD COMPANY OF CANADA, LIMITED, Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Made in Canada

TEA

The market for teas of all kinds is strong and advancing, and the indications are that advances will be maintained for a long time.

Now is the time for careful Merchants to anticipate their requirements for some time ahead and buy desirable teas. We have at present a large selection of Blacks and Japans which at to-day's market prices are a purchase.

Write us and samples will be cheerfully submitted

John Duncan & Co., Limited

Established 1866 MONTREAL

Keep Malcolm Milk Products to the front

Don't be content to stock them. Get them in the limelight by displaying and pushing them as Canada's Original Milk Products.

And when you push the Malcolm line you not only add to your own profits, but you are helping Canada's Finances by supporting Canadian Industry and Enterprise.

PRICE LIST

St. George Evaporated Milk, (family size) 4 doz. to case.....$4.30

St. George Evaporated Milk (hotel size) 2 doz. to case $5.00

Banner Condensed Coffee, 4 doz. to case.....$6.50

Princess Condensed Milk, 4 doz. to case.....$5.60

St. George Condensed Coffee, 2 doz. to case $5.20

Let' Malcolm Milk Products dominate your Made-in-Canada displays. A better filled cash drawer will result.

5-case lots delivered to any point in Ontario, Quebec, and Maritime Provinces. Freight paid up to 50c per 100 lbs.

The Malcolm Condensing Co., Limited, St. George, Ont.

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
8 46

GIPSY
Stove Gloss

is distinctive—and desired. No other pack is so convenient for the user. No other stove polish gives such an intensely black and brilliantly easy polish. GIPSY does the work in half the time and with half the labour required by ordinary stove polishes. Immediately you have read this

Order "GIPSY" from your Wholesaler.

HARGREAVES (CANADA) LIMITED,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba: O F Lightcap, Winnipeg. For Saskatchewan and Alberta. W L Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West Vancouver, B C.

A Reminder from the Old Country
Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY
to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

This big 10 cent seller should be prominent in your displays

Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The
Canada Sauce & Vinegar Co.
519 King St. W., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Mr. Manufacturer— the West needs your product

AND we can sell it to the Western jobbers under conditions that make it a success. We know the West, our splendid organization covers it from the Great Lakes to the shores of the Pacific. Add to this our reputation for handling goods and you will see how favorable the conditions are for giving your product the necessary boost towards success on the markets of Western Canada.

Let us hear from you to-day.

Donald H. Bain Company

(Successors to Nicholson and Bain)

Manufacturers' Agents and Commission Merchants

WINNIPEG, MAN.

BEST PEANUT VALUE ON THE MARKET

Our Handsome Counter Carton —a big selling help.

—that's the "Xmas brand" of course. Ready sellers everywhere.

These delicious peanuts are shelled, skinned, roasted and salted by us, and are just as clean, crisp and delicious as the most discriminating can wish for.

Put up in neat package, packed in attractive carton for counter display. They're big sellers.

Also packed in 10-lb. display tins.

Try them.

WALTER CHRISTMAS CO., Limited

MONTREAL

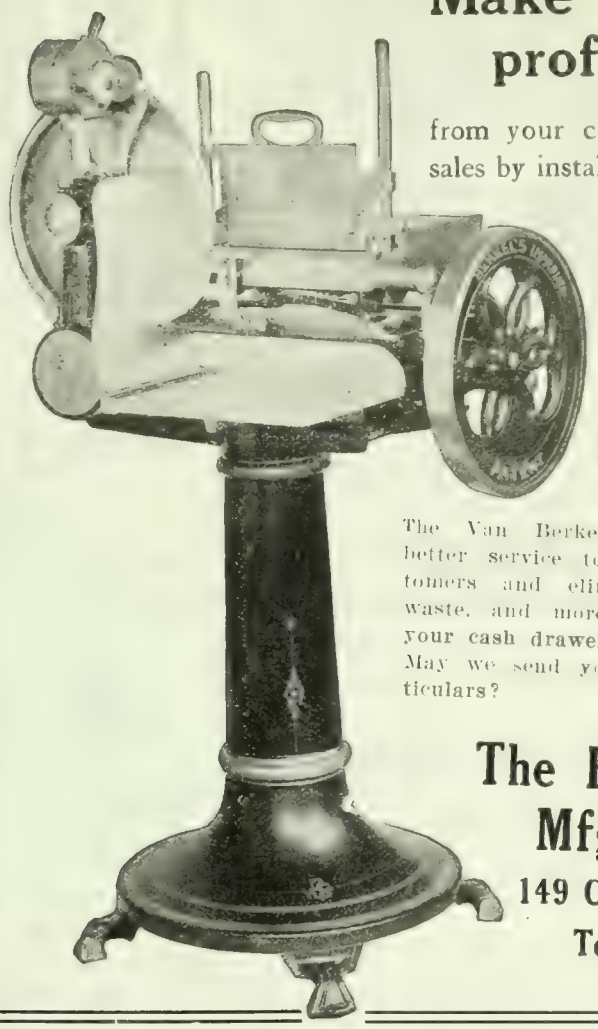
If any advertisement interests you, tear it out now and place with letters to be answered.

Recommend Cow Brand Soda to your customers

Recommend Cow Brand Soda to your customers for its absolute purity and reliability. Cow Brand Soda, put up in its attractively labeled package, is more convenient for you and the housewife—easier to find on the cupboard or pantry shelf, always clean and pure.

Church & Dwight, Limited

Manufacturers - - MONTREAL



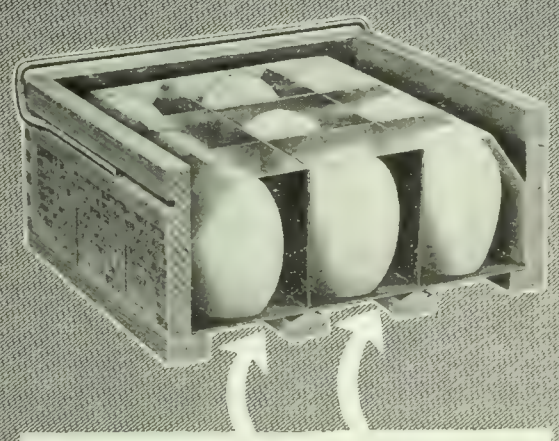
Make more profits

from your cured meat sales by installing

The Van Berkel Patent Slicing Machine.

The Van Berkel means a better service to your customers and elimination of waste, and more money in your cash drawer.
May we send you free particulars?

The Hobart Mfg. Co.
149 Church St.
Toronto



See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two crosswise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street Rochester, N. Y.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8784, 334 Markham St., Toronto, Ont.

Manufactured by

The W. A. Freeman Co., Limited
HAMILTON - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

What have you to offer in
BEANS, HONEY
Quote best prices, particulars, quantity.
Send me Samples of Beans.
FRED J. WHITE
BROKER
TORONTO CANADA

FEATURE FOR THE TRENCHES
G. Washington's Refined Coffee
Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and Distributing Facilities

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue, East, Winnipeg

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To The Trade
Buyers and sellers of
All Kinds of Grains and Seeds

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

G. Gagné Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Why You Should Feature

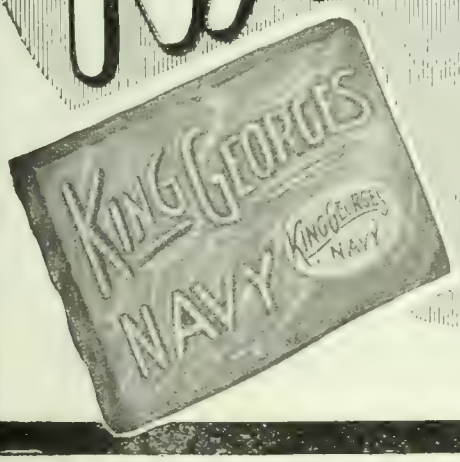
KING GEORGE'S NAVY

A mild, yet flavory tobacco

The "chewer" is a hard-to-please customer usually, and this fact accounts largely for his unmistakable preference for **King George's Navy**—the chew that is mild and yet flavory.

Chewers of this popular tobacco never change their allegiance to any other brand—their custom is assured the King George Dealer.

Cash in on this big seller by trying out a sample order. Begin now. You'll be pleased with the profits.



Rock City Tobacco Co., Ltd.

Handled by the Wholesale Trade

If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Profit Plus Satisfaction

The purity and delicious goodness of **TARTAN BRAND PRODUCTS** will put many dollars of extra profit in your cash drawer. The customer satisfaction produced by the Tartan Brand line is a tremendous factor in building permanent patronage.

Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., are all reliable—every one is a repeater.

We specialize in Fancy Groceries, Foreign and Domestic. Mail orders promptly attended to.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO

The Oversea Export Co., Limited

NORWAY

NORWEGIAN SARDINES, in Pure Olive Oil

The *"Norse Crown"* Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a *"Norse Crown"* tin is literally hand-picked and represents a perfect fish as to size and condition.

Special Brands to suit Individual Buyers.

Shipments have now arrived. Ask your jobber for the Oversea Export Company's brands. Full particulars and prices from the Sole Agents.

Stewart Menzies & Co. - 70 Lombard Street, Toronto

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy

LET Furnivall's Fine Fruit Pure Jam prove its splendid selling qualities to your own satisfaction. Order a trial supply and display it well. Then listen to the register ring.

Furnivall's Jam is quality—and then some. Customer satisfaction and bigger profits are the natural result of featuring Furnivall's. Why not begin to-day?

FURNIVALL-NEW, Limited

Hamilton Canada

FOR 22 Years the demand for RED ROSE TEA has been growing greater and greater—a sure proof of its uniform high quality and good value.

An Extra $5 or $10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

A money - making hint—

Get a Eureka Refrigerator

The money-making possibilities that the Eureka offers you are not equaled by any other refrigerator. Combined with unusual display facilities are many new and unique features which mark the Eureka Refrigerator with the hall-mark of superiority.

Just to mention one — the Eureka is the only patented refrigerator in existence with warm air flues across ceiling of cooling room connected with warm air flue around walls.

Our catalog will give you full particulars. Write for copy.

Eureka Refrigerator Co.

31 Brock Ave. TORONTO Limited

REPRESENTATIVES—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

Be sure to display Savora

KEEP it where your customers cannot fail to see it. Tell them of the delicious, appetite whetting properties of this wholesome condiment. Get them started using Savora and you won't need to remind them of it afterwards.

Savora has the taste that pulls.
Savora pleases particular people.
Savora is a profit-maker. Boost it.

Magor, Son & Company, Limited

191 St. Paul St. W., Montreal **50 Church St., Toronto**

Weighing Out Groceries

isn't a man's work or even a boy's. It is work for a machine. Visitors to the Atlantic Refineries like to watch the great weighing machines filling the packages swiftly and accurately; one machine doing the work of an army of men and doing it better.

LANTIC SUGAR

in bags and cartons saves your employees' time for the important work of selling goods which cannot be done by a machine. Selling goods is a man's job, as we all know.

2 and 5 lb. cartons. **10, 20 and 100 lb. bags.**

Atlantic Sugar Refineries, Limited

St. John, N.B. **Montreal, Que.**

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, DECEMBER 1, 1916 No. 48

The Story of Margarine

The First of a Series of Articles Presenting Complete and Authoritative Information With Reference to the Manufacture of the Product and Legislation Covering the Sale of Same.

Compiled by John C. Kirkwood.

FOR more than thirty years in America, and for a longer time in Great Britain, oleomargarine, or margarine as the English call it, has been a food of the people. In the United States its annual consumption exceeds half a billion pounds, and in Great Britain a billion pounds and more are consumed every year. Yet in Canada its manufacture and sale is forbidden, due to the opposition of the dairy interests.

In Great Britain margarine (pronounce the "g" hard) established its right to be made and sold many years ago, but only after many a battle royal with the dairymen of that country. In the United States, the dairy interests have been able to impose burdensome taxes and other restrictions of a vexatious nature on the makers and distributors of oleomargarine, but have been quite unable to check its production. Now the attitude of the butter men there is changing, swerving from a front of open antagonism to one of tolerance, if not of friendliness; they recognize that their policies and methods to thwart the makers of oleomargarine and check the sale of it have been ill-conceived, and have had results quite the opposite of those intended and desired. In Canada of recent years the subject of the manufacture and sale of margarine has been in a state of almost complete quiescence, until the last month or so, when an agitation, and even demand, for the removal of the ban on its manufacture and sale are finding voice in many large industrial centres, and in the public press—this because the price of butter has become so high that many families have had to reduce their usual consumption of this fat food, to their hurt and displeasure. Also, those commercial interests that will profit if oleomargarine be permitted to be made and sold in this country are silently at work to have the law of the land changed.

The dairy interests—and they have power at Ottawa — are decidedly and

EDITOR'S NOTE.—The accompanying article is the first of a series prepared by Mr. Kirkwood for CANADIAN GROCER. *It was felt that the situation was such that the question of permitting the sale of margarine was bound to come before the country and that in the meantime as much light as possible should be thrown upon it. The articles are the result of an extensive investigation and present complete and authoritative information on the points of manufacturing margarine and the course of legislation in Great Britain, United States and Canada, with reference to its sale.*

openly unfriendly to the movement to have the law changed; and though there has been little call so far for the dairymen to be active, it can be taken for granted that when demand and agitation assume formidable proportions, the dairy interests of Canada will organize to defeat any proposals to have present laws altered in any way.

I.

IN itself margarine, or oleomargarine, is an innocent thing. It is not a fraud, nor bad, but on the other hand a legitimate, wholesome, palatable, cleanly and nutritious article of food; and even its honest enemies are compelled to admit that in itself it is the practical equal of butter as a fat food, equally palatable, and that it can be made and sold for about half the price of butter. What, then, is the quarrel with this commodity?

Briefly the quarrel is and has been that margarine has been sold as butter, under the name of butter, and so a fraud has been perpetrated on both the dairy interests and the public. This fraud has been possible because of the likeness of margarine to butter in taste, smell, flavor, and color, and because the average individual cannot distinguish good margarine from butter. Hence it has been exceedingly easy to substitute margarine for butter, fraudulently; and this has been done on a gigantic scale, particularly in the United States where the laws actually incite to the practice of fraud. In Great Britain, the fraudulent sale of margarine has quite ceased, thanks to more enlightened legislators and legislation.

The quarrel of the dairymen over margarine is not with the product, nor with the way in which it is made, nor with the materials of which it is made; but with the selling and sellers of it. The sinner is not the article, but the man who sells it—jobber and retailer—this in the United States. Margarine has been the victim of its own excellence and likeness to butter.

II.

THE story of margarine cannot be understood or appreciated until one knows just what it is, and how it is made. But before telling this it is worth while to know how it came into existence in the first place.

Margarine was born, so to speak, in war times—during the Franco-German War, in 1869. Because fat foods were scarce and high priced, a prize was offered at the instance of Napoleon III., for the best substitute for butter. This prize was won by a French chemist, named Hippolyte Mege (or Mege-Moures), with a product substantially the same as that now known as oleomargarine. He surmised that the formation of butter contained in milk was due to the absorption of fat contained in animal tissues. From this he was led to experiment on the splitting up of

animal fat; and from this experimentation resulted his butter substitute.

The modern way of making oleomargarine (as practiced in the United States) is herewith described:—

The caul or inner fat (the best fat) of freshly killed beeves is taken; and after a thorough washing in tepid water, and then in iced water, the fat is allowed to stand in a cold room until thoroughly cold.

Then the fat is cut up finely by machinery and melted in steam-heated cauldrons at about 160 deg. F.; after which it is allowed to settle. Salt is scattered over the surface of the fat to accelerate the settling of fibre or membrane. After settling, the clear oil is siphoned to a second series of cauldrons when more salt is added, and the temperature controlled, until the second settling is completed. The oil is then siphoned into vats in which it is allowed to stand from three to five days at a temperature favorable to the crystallization of the stearin (the main component of solid fat). The mass is then thoroughly mixed, wrapped in cloths, and submitted to powerful pressure which separates the oil from the stearin. This oil, quite free from membrane or tissue, flows out into a tank of cold water where it solidifies into a granular mass, which is known to the trade as "oleo oil," or simply "oleo."

Another constituent of oleomargarine is neutral lard (lard in which the acid of the original fat has been eliminated by the rendering processes). This lard is prepared from the leaf and the back fat of the hog, which fat is treated in substantially the same way as the beef fat, yielding the "neutral lard," or "neutral" of the trade.

The objects of this treatment of fats are twofold: First, to produce a fat as free as possible from taste or odor; and, second, to remove some of the difficultly fusible stearin and palmatin in order that the finished product may melt readily in the mouth.

Cottonseed oil is largely and commonly (but not necessarily) used in the manufacture of oleomargarine in the United States.

Having secured the fats in the proper condition, the manufacturer proceeds to mix "oleo" and "neutral" in melted state, the proportions varying according to the destination of the product, a warm climate calling for more "oleo," a cold climate for more "neutral." Also, if cottonseed oil be used, it is added at this stage.

So much depends on the handling of the oils and on the regulation of the temperature at each successive stage that different manufacturers using the same grades of oil in similar combinations will secure quite different results.

The mixed fats (and the cottonseed oil, if used) are piped to a churn when the milk, or cream, or both (and sometimes butter) is added. The object of the milk, or cream, or butter, is to give flavor, and to impart a butter character to the finished product. (If an artificial coloring is used to give the butter color, it is added at this stage). Forty-eight gallons of milk to two thousand pounds of product are stated to be a common proportion. (Milk is used much more commonly than butter or cream.)

The mixture, after having been thoroughly churned, is run into a vat of ice water, which chills and hardens the mass before it can crystallize. As it cools, the mass is broken up by paddles, mechanically operated, in order to granulate it. After being thoroughly washed, the mass is softened by standing it in a temperature room. It is then "worked" in a machine butter-worker, exactly as butter is worked, and salted; and becames the oleomargarine of commerce. The product is then packed in tubs, pails and in the form of 1-lb. bricks,which are wrapped in parchment paper and put into pasteboard cartons and sealed.

When butter has been used in the manufacture of oleomargarine (added in the churning process), what is known as "butterine" is produced, two grades of which are commonly sold: "Creamery butterine," containing more, and "dairy butterine," containing less butter. The term "butterine," however, is frequently used by makers and sellers, instead of "oleomargarine," without other significance.

The physical properties of oleomargarine are so similar to those of butter that it is very difficult to distinguish between them by any superficial test. On this subject of the physical properties or construction of the two substances, a word here is in place. Butter is put together in a peculiar way. It is formed of little globules of fat enclosed in a tiny sack. It gets into this peculiar condition in the process of churning, and it is because of this physical arrangement that it spreads so well. In the case of oleomargarine, the formation is the same and for the same reason, but the walls of the sacks are, a little thicker than in the case of butter.

The analytical chemist is able to detect oleomargarine by making use of the fact that it contains a large percentage of fatty acids, not soluble in water and a lower percentage of those volatile with water vapor than butter does. There are other tests, and some simple domestic tests; and the expert may be able by the senses of taste and smell to distinguish between margarine and butter, but even professed experts have been frequently deceived, and the laboratory test is generally the only sure method of determining whether the product is butter or oleomargarine.

Anyone who eats the fat of the hog or beef fat, either in the meat or in any of its products, or eats oils or salads, is practically eating the same materials as are found in the greater part of the oleomargarine of commerce in the United States.

Statements have often been made that oleomargarine is less digestible and less nutritious than butter, but such assertions do not rest upon any solid scientific knowledge. Oleomargarine digests a little more slowly than does butter, but this is of little significance, and its nutritious value in comparison with that of butter is as 100 to 102—practically identical. Any prejudice concerning the use of margarine as a butter equivalent is generally due to sentiment, or to suspicion due to lack of knowledge; it is not due to the taste, appearance, or smell of margarine, since, in regard to these things margarine and butter are practically identical and cannot readily be distinguished one from the other.

An analysis of oleomargarine as made to-day by the principal makers in the United States shows on an average composition as follows:—

Oleo oil	34.26%
The constituents of milk	28.09%
Neutral lard	16.27%
Cottonseed oil	14.26%
Salt	7.12%
	100.00%

Until recently the natural color of oleomargarine was lightish—a creamy white; and to give it the golden color of butter, coloring matter was added. But now makers are achieving the desired butter color without the use of an added coloring substance.

* * *

Thus it will be seen that oleomargarine is a fat food whose ingredients in other forms every family consumes more or less abundantly—in the form of roast beef, or pork, or bacon, or pastry, in which shortening enters; and in the form of milk, butter, cream, or cheese; also that it is the practical equivalent of butter, closely resembling it in all particulars.

(To be continued.)

TESTIMONIAL

Sidney King, Edmonton, Alta.—"The amount of solid information in THE CANADIAN GROCER, particularly as applying to the prices of general groceries, is really marvelous. How any retail dealer can get along without your paper I don't know. Through following your market reports, I have saved quite a lot, and when prices begin to fall I feel sure the paper will be more necessary than it has been, and still is, on a general rising market."

Views of the candy departments in two successful Montreal stores.

Making Good in the Candy Line

The Example of Two Particularly Attractive Candy Departments in the Grocery and Provision World of Residential Montreal, May be Profitably Followed in Many Another City.

CANDY is a most important item in the grocery business which caters to the average household trade, and is becoming more so. In suburban districts, especially, the candy department of an up-to-date grocery store may easily become the feature of the store. To make the candy department attractive ought to be easy enough, but to make "a mess of it" in the business, as well as in the literal sense, is also possible. Running a successful candy department requires knowledge, carefulness, and cleanliness. Running a successful candy department also requires keen business instincts, and close watching of the work of competitors, which may be stores with no groceries, but candy alone to sell.

This means that the all round campaigner in the battle line of business is

up against the specialist, perhaps, in this particular avenue of attack on purchasing power, and indicates that to make the candy department a winner, every gun in the business battery of the whole grocery store must be brought to bear and used to advantage. This much CANADIAN GROCER gathered in a very few moments' conversation with Mr. Boutellier, the successful manager of two splendid provision stores with two splendid candy departments in the important residential district of Montreal which centres around Park Avenue North.

To meet competition most effectively is the first principle in establishing a successful candy department, and Mr. Boutellier meets competition brilliantly in every sense of the word. Brightness, appetizing attractiveness, color, and the fascination of cleanliness and clearly marked prices, are all characteristic of the candy department of The Park Provision Store, St. Viateur, and The Royal George Grocery, Bernard Ave., which are the stores referred to, and illustrated in this article.

The candy departments of these stores are distinct from the other departments (and these other departments are in themselves notably attractive). In each case, the candy department occupies a central front position in the store, and is a radiant spot of color, and cleanliness with an endless array of dainties most appetizingly displayed, and most temptingly priced. The sweets are not left open to the air, but are displayed under glass in many spacious compartments on and under the counter space. The actual sales counter is quite small, white, and scrupulously clean. Centrally in the department are placed the computing scales visible to the customer. Each store's candy department is so arranged that it has window space of its own, and the very most is made of the window space in displaying attractive lines of goods, and tempting price tickets boldly figured.

While a very large variety of the average priced lines of candies occupies the greater proportion of the display space, each department has special space devoted to the higher class boxed chocolates, and Mr. Boutellier finds a very good proportion of business is done in these boxed chocolates although there is no theatre or picture theatre in the immediate vicinity. (It may be that a great many charming young ladies with chocolate bestowing beaux reside in this district.)

As regards the general lines of candies, Mr. Boutellier has no special favorites as sellers beyond the inevitable chocolates, of which he stocks a splendid variety. "We do a considerable business in the cheaper lines of candies also," he added.

Asked if he made any special effort to encourage the business of children with pennies to spend, Mr. Boutellier said, "No." He pointed out that this business is not necessarily the most profitable in a grocery store running a candy department, though not by any means to be discouraged. But in the main, the candy business done by Mr. Boutellier's two candy departments is the steady household demand business, the business built up and kept running profitably on the regular candy orders of the stores' regular customers.

That this is a very substantial matter, indeed, may be gathered from Mr. Boutellier's estimate of its value in the light of competition existing or arriving.

"Suppose a new candy store, a store selling nothing but candies, came and established right opposite, or right next door, would you feel inclined to drop your candy department?" asked CANADIAN GROCER.

"Drop it? No!" exclaimed Mr. Boutellier. "I'd go right after them, and meet them every possible way, and show the people a better value candy department right here in our store."

Evidently from his enthusiastic emphasis Mr. Boutellier has no doubt whatever of the business value to a grocery and provision store, or of the candy department.

Here is further food for reflection from his personal experience:

"How many grocery orders out of every hundred would you say contain a candy order?" asked CANADIAN GROCER. "Would you put the percentage as high as fifty or as low as ten?"

"Not 50 per cent., and not 10 per cent," replied Mr. Boutellier, "but 25 per cent. on an average, and on Fridays and Saturdays 35 per cent., and possibly more."

"What proportion of a five-dollar grocery and provision order would you say does the candy order amount to?" pressed CANADIAN GROCER.

"Well, you can easily figure that," replied the manager cheerfully. "You see the candy order is usually for one pound or half a pound at least. Our candies run from 25 cents, 35 cents, 45 cents, and up to about 40 or 60 cents a pound. The orders average on those prices. I should say about 35 or 40 cents would be the proportion to a five-dollar Friday or Saturday order, and with smaller orders about 25 cents for candies."

In addition to the candies sold by Mr. Boutellier's busy departments, cakes and sweet goods from the bakeries are very effectively displayed, and very successfully disposed of, especially on Fridays and Saturdays. Mr. Boutellier finds that with the usual order for these bakery goods goes an order for candies. It is the trail of the sweet-tooth!

Both departments are served by young ladies, and Mr. Boutellier is quite convinced that on the principle of sweets from the sweet, young ladies are better equipped naturally for the retailing of candies than male assistants. This, however, need not compel any retailer to employ girls especially for his candy department. Ladies are the best buyers of candies as a rule, and many ladies prefer to be served by a brisk and business-like young man. The profits of a well run candy department should quite justify the wages of male help.

A Bumper Crop of Oranges

Estimated American Crop Nearly Three Million Boxes More Than Last Year—A Train-load That Would Stretch Nine Hundred Miles—Boxes Enough

THE prospects for the American orange crop exceeded even the early sanguine statements. The State Department at Washington estimates an increase of 2,635,000 boxes over last year. The total crop this year, according to the most recent figures, will total 23,835,000. Did you ever stop to think how many oranges were represented in these cold figures. If the crop were loaded in cars and hauled in one train, the engine would be pulling into Toronto just as the conductor on the caboose was giving a farewell wave of the hand to friends in Winnipeg. Suppose those familiar boxes were set end to end, there would be a row stretching from San Francisco to China, with enough oranges over to give every one of the millions of solemn-eyed Chinese babies an orange apiece.

Nearly 24,000,000 boxes of oranges! 17,500,000 from California, being an increase of 2,450,000 over last year, 6,235,000 from Florida, an increase of 185,000 over last year!

It is hard to realize that this enormous amount of fruit can be actually consumed on this continent. It means approximately four dozen oranges per person for everyone on the North American continent. And it is to be remembered that unlike other lines of fruit, there is practically no exportation. Moreover, enormous quantities of oranges are imported from Mexico, Jamaica, Porto Rico, Spain, and Italy. It looks as though the American continent would have to spend a good deal of time eating oranges this year.

The new season's crop of navels is

(Continued on page 29.)

Retailers and Canned Goods Question

Opinions From Many Sources—Favorable and Unfavorable to the Canning Interests —The Propositions Presented to the Retailer—Does the Contract System Work to the Advantage of Both Parties—This Questions is raised by Many Rretailers

HOW did the retailer fare in the face of the unusual conditions prevailing in canned goods this year? Both manufacturer and wholesaler have found a way out of the difficulty, as was outlined in previous articles. How did the retailer fare in the general shake up?

With the idea of getting some sort of insight into this matter, a series of questions were sent to a large number of retailers, asking if they had contracted; if the contract conditions had been met, and if not what alternative proposition had been made by the wholesaler?

Replies were plentiful, and generally showed a tendency to realize that conditions were not normal, and a willingness to accept any reasonable compromise.

The Proposition Outlined

One merchant gives a very full statement of the alternative proposition offered by the wholesaler to the retailer.

The opening price on Aylmer peas were $1.25, Delhi, $1.22½ f.o.b. warehouse, or $1.20 and $1.17½, f.o.b. factory. Regarding tomatoes and corn, the wholesaler advised that they could fill only 25 per cent. of the former and 50 per cent. of the latter. The opening price of the canners, the wholesaler explained, was for those who demanded a full 100 per cent. of their order. These prices were $2.50 for Aylmer and $2.47½ for Delhi. On the other hand, those who accepted the compromise and demanded only 25 per cent. of their order, were able to buy at $2.02½ for Aylmer and $2.00 for Delhi. On corn the same conditions prevailed, where the full contract was demanded the price was to be $1.70 for Aylmer and $1.67½ for Delhi, to those who accepted the 50 per cent. compromise, however, the price was to be $1.50 for Aylmer and $1.47½ for Delhi.

The wholesaler advised that they had accepted the canners' offer, as it was possible to buy American packed goods and independent stock at a better figure than the canners' price for the full contract. American tomatoes, 3's, were quoted $2.40 per dozen, and Canadian 2½'s at $2.50 per doz.

A Dunnville, Ontario, merchant states that his contract was filled. though not at the prices expected. Under the existing conditions, however, he considered that the contract had been lived up to and he found it perfectly satisfactory.

Stocked Last Year's Goods

A number of merchants very fortunately stocked heavily of last year's goods at a very favorable figure early in the spring. In this way they were not influenced by the high prices.

One Regina merchant reports:—"Through the information I got from reading the CANADIAN GROCER, and other sources, I decided to buy last year's corn and tomatoes, and am now very glad I did. I bought tomatoes 2½'s, delivered in store for $2.55 per case, and corn for $1.90 per case. The saving in these two lines will be sufficinet to pay my subscription to CANADIAN GROCER for a long time to come."

A Parkhill merchant writes: "Early in the spring when we saw the crop prospects were likely to be poor, with enhanced values for 1916 pack, we canceled our orders and took immediate delivery of 1915 pack sufficient to put us over the year, consequently are not now worrying."

Quite a large number of retailers were in the happy position of not having to worry owing to the same foresight.

It is evident, too, by the replies that some wholesalers must have delivered their full contracts irrespective of what the canners had delivered to them.

A Cobden, Ont., merchant states that he contracted a short while ago and adds, laconically, that he got the goods.

A merchant in Ayr, Ont., states that he never buys for the future without knowing the price. That his system is satisfactory is vouched for by the fact that he was able to buy tomatoes after it was rumored that the price of tomatoes would be over $2, at $1.45 per dozen.

This Was My Year

"I contracted three months ago," states a Kingston, Ont., grocer, "at the old prices. This contract has been filled in full. I made a cast iron contract for the goods and got them. This was my year."

A Preston merchant thinks that the present conditions are a good argument against the contract system. He had contracted and his jobber offered to fill 25 per cent. tomatoes and 50 per cent. corn, or 70 per cent. if he accepted American pack. "What is the advantage of contracting?" he asks. "I think grocers should get together and refuse to do so."

A Cornwall, Ont., grocer states that one jobber filled all his order, while another filled only part.

Has the Retailer Had a Square Deal?

From Kitchener, one dealer reports that he got a 25 per cent. delivery of tomatoes at $2.02½, 50 per cent. of corn at $1.47½, 90 per cent. of peas at $1.22½. Another jobber, he states, filled 70 per cent. of his corn and peas order, but has shipped no tomatoes to date. This merchant thinks that the retailer has not been given a square deal in the matter.

A Windsor, Ont., merchant also questions whether the deal was strictly above board. "Last summer," he states, "I calculated that the tomato crop would be short, so I ordered what I thought I could use this winter. But I thought, and still think, that a lot of corn was put up. I believe a lot of this high cost depends on the manufacturer giving the war as an excuse to send the prices up."

A number of wholesalers, according to the information gleaned from letters, have volunteered to fill orders as taken provided they were allowed to supply American goods. In most instances this offer was readily accepted.

Still other letters seem to suggest that some jobbers have acted in a rather high handed manner, merely notifying that they would fill 25 per cent. of orders, without offering to explain, or meet the retailer half way.

A Port Elgin merchant has been so treated—no explanation has been made to him, nor has he been notified that his goods will be delivered.

An independent canner volunteered to fill a New Glasgow, N.B., order up to 50 per cent. In Oakville a dealer was delivered 20 per cent. tomato and 100 per cent. corn by the Dominion Canners, and 100 per cent. of his order throughout by an independent canner.

An Embro, Ont., merchant states that no notice has been given him of the fulfillment of his contract, though he was given the opportunity to cancel if he saw fit. He has not received any tomatoes or corn to date.

A Toronto merchant has been promised a full delivery at a slightly advanced price. That they would get as much as possible was the promise made to a Wallaceburg firm. They are actually getting 50 per cent. corn and 25

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CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX **TORONTO, DECEMBER 1, 1916** **No. 48**

A READY smile wins more friends than years of self-denial under a sour manner.

* * *

PUNCH, psychology, individuality and other high-sounding, three-ply words are merely names for what our fathers called "Hoss-sense."

* * *

WHO wants to be a Cuban? According to the *Trade and Commerce Bulletin* potatoes are selling there at $6.50 per barrel or about $4.00 per bag, and no complaint noted—

* * *

THERE were 90,000 acres less land set out in potatoes this year in Ireland than in former years, and the crop is suffering from blight. The Scotch crop is running to a close and the English crop is much below the average. The prospects for cheaper potatoes seem to be getting poorer daily.

* * *

THE Great Eastern Railway of England has gone in for higher education. They will run an egg and poultry demonstration train through the rural counties. Model poultry houses, hatching and rearing methods, egg production, testing, grading and packing will be the main features of the demonstration train. Surely even the most frivolous hen will be spurred to greater efforts, by this display of interest on her behalf.

* * *

THE CANADIAN GROCER is offering another series of prizes for the best Christmas window decoration. You'll be decorating your window anyway, put a little extra effort into it and enter a photo in this contest. It will give you an added incentive and will probably mean a better window display than you have ever had before. That's something worth considering for your windows are your best advertisement.

RATHER RUBBING IT IN

A WINNIPEG department store had the following in its advertisement last week:—"Creamery Butter, formerly 26c per lb. Tuesday Special, 40c." That's rubbing the H. C. of L. talk into the consumer with a vengeance. It's all very well to make a leader of butter at 40c, but to tell the dealer that the same butter used to sell at 26c is to call forth the wrath of the housewife. As a parting stab, the advertisement reads: "Not more than 5 lbs. to one customer." The average woman would be hard to convince that the above is a typographical error.

BRITAIN'S FOOD DICTATOR

ON November 16 King George signed a proclamation that in effect placed the nation's food supply under one man control. The rapidly increasing price of food in Great Britain has made such a move not only expedient but practically a necessity.

Whether the measure will fail to meet the high expectation of its sponsors, will now be largely a matter of the administration of the large powers delegated to one man.

There are three men suggested for the post, Walter Runciman, the President of the Board of Trade, has been suggested for the office, on the ground that he was in a large measure responsible for the scheme. It is generally believed however that he will prefer to keep his present office. If this supposition is correct, it narrows down the probable candidates to Lord Milner and Lord Davenport.

Lord Milner is a trained diplomatist. Possibly the office will require some diplomacy. Lord Davenport, however, is a trained business man and when the food handling of a nation is to be placed in one man's hands it would seem that the latter qualification is the more imperative. Lord Davenport is unrivalled in his knowledge of the shipping problems so greatly involved in the operations of the new office. His

knowledge of business conditions is no less far-reaching. He is the owner of a network of retail stores that cover the country under the name of the International Tea Company.

It would certainly seem that Lord Davenport is the man pre-eminently suited to the post. The man who could use its almost autocratic powers with the deepest knowledge and the minimum of danger to the established systems of trade is surely to be desired at this juncture.

The popular choice, too, seems to point in his direction. But the political element favors Lord Milner.

It will be interesting to note where the choice falls, whether a life long training in the ways of business and an unquestioned suitability for just such a post, will weigh in the balance against the demands of the professional politician.

THE POWER OF THE PRINTED WORD

IN a recent issue of the Philadelphia *Saturday Evening Post,* appears an article by Moude Radford Warren on "A Nation Run by an Advertising Man." It is a vivid account of the greatest advertising campaign that the world has ever known, conducted in a country where to all intents and purpose advertising, at least as we understand it, was almost unknown.

Sir Hedley le Bas—not only inaugurated a great advertising system, but he put it across. He proved to a conclusion his own contention that "you can get anything you want by advertising." He not only was largely responsible for raising an army of 4,000,000 men in a year, but he was behind the first English war loans—now he is preaching economy—preaching it in the newspapers in flaring full pages in the magazines, in bill boards that scream across the erstwhile quiet English landscape. Yes, and the Englishman believes them. He walks instead of taking his car. He eats simpler foods, he lives altogether a simpler life, because Sir Hedley has told him, and told him in letters that he who runs may read that "when you spend on things you do not need you help the Germans."—"Because every shilling saved helps twice; first when you don't spend it; and again, when you lend it to the nation."

Here are a few advertising propositions outlined by Sir Hedley, while head of a great publishing house, and before the dark shadow of war, had made him the guardian of a nation's conduct.

"You must state in your advertisement nothing but the truth; not as it appears to the manufacturer, but as it can be demonstrated to the prospective buyer.

"You must have the courage to take a sufficiently large space; for the larger the space, the greater the chance of success.

"You must have the courage to give advertising a fair trial.

"You must have judgment in selecting the right media through which to appeal to the public.

"You must remember, in massing your advertisement, that the theory of successful warfare is an overwhelming attack at a given point."

Is there weight in this advice?

Think of the man who holds a great nation in the hollow of his hand, because he knew the power of the printed word.

IT PAYS TO ADVERTISE

YES, but do you believe it? Of course everyone believs it theoretically. Do you put your theory into practice, or do you figure you can get along without it. Maybe you can pull through without it. Yet consider this little item from Bradstreet's report of 1915. Out of 100 failures in business 92 firms or 92 per cent. had not advertised and 8 firms or 8 per cent. had advertised spasmodically or sparingly. Ninety-two firms decided that they could pull through without advertising. Be it noted that in this number there were 92 mistakes. Why range yourself with a proposition where the proportion of mistakes is so high.

W. L. Douglas, owned a small shoe making plant. He made good shoes, but as few people knew few people bought them. This idea struck Douglas and he started to advertise. That was many years ago, but he is pounding away yet. Did it pay? Douglas is a millionaire many times over, and his shoes are sold wherever shoes are worn.

The men who didn't and the man who did. Do you believe in advertising?

Your condition renders advertising unnecessary. Here is the most popular fallacy of all. Even practical monopolies have found this out.

Whenever you spend a night on a train, you travel in a Pullman. Speaking generally, you have to do it. The Pullman Company is practically a monopoly. You have to patronize them—and for forty or more years they have sat back satisfied that advertising didn't pay; for them. Did it, or did it not? The Pullman Company to-day is spending hundreds of thousands of dollars in advertising. You can see it in many periodicals. What do they gain by it? Who knows? Some tangible good evidently, their actions are eloquent of that.

Advertising unnecessary? The New York telephone company controls New York. To compete with it would cost another company untold millions of outlay; and in the very nature of its business a telephone company must be a monopoly. No need to advertise said the company in 1914, but a broader policy was inaugurated the next year. Did it succeed? The year's business showed an increase of $1,027,000 over the last non-advertising year.

Why add illustrations. You can't open your eyes without seeing, activities or fortunes or men, made by advertising.

Cardwriting Made Easy

by R. T. D. Edwards

Lesson No. 23.

A SERIES of articles on show card writing have been appearing in this paper for about two years, and those who have followed them faithfully have learned many of the letter formations and the various devices used by cardwriters in order to get the desired effect. These have been explained and illustrated to such an extent that, if the student has been diligent with brush and pen, and mastered each lesson, or the majority of them, he should be able to accomplish much in the art of show card writing.

However, there is something more to be learned. Something that has heretofore been avoided for a good reason. In the present day retail business, everything must move fast in order to keep up with competition. Every member of the staff feels the strain of speed. The window trimmer must get his window trimmed quickly and his blinds up as soon as, or sooner than, his competitor, the ad. man is called upon to write larger and brainier advertisements, and the card writer must write more and better showcards. It is to aid the cardwriter to have better speed, so he may meet the demand of modern retail merchandising that this lesson is written.

It is an old adage in card writing that a person can do just so many cards and no more, in a certain length of time This is true if you use a finished letter, but in the rush season the more particular styles can be avoided, and a much quicker and simpler form of lettering used. If the card is neat and well balanced, that is all that is required. It should always be remembered that it is far better to have a plainly lettered card on the merchandise doing its silent selling than a perfectly lettered card on your desk half finished. The former is getting the business, while the latter will likely be too late to do any effective work. So it is advisable that all cardwriters possess the knowledge of a quickly formed alphabet and numerals and to have these at his fingertips ready to be used at a moment's notice.

Between Christmas and the New Year there is always a rush time for the cardwriter. Christmas cards must come down and be replaced by others. January sale cards must be written and all this within the short space of a week. So now is a good time to get this fast type of lettering "down pat."

The styles that are most advisable for this fast form of lettering are shown in the chart of this lesson. It will be noticed the first alphabet is almost a slant block letter. It can be made very quickly and completed with the brush stroke method. The ends of the strokes are unfinished. It might be well to state here, that all quickly formed alphabets are made with strokes, the ends of which do not need retouching, as that is where the speed comes in. The second alphabet is one of the speediest types that can be made. Such an easy swing of the

Chart 22.

R. T. O. Edwards

brush is obtained with practice that it may be formed almost as quickly as ordinary writing. In this alphabet there will be noticed more curved lines than in the former. These give more of a swing to the brush and this develops greater speed.

The size of the brush used for this work depends entirely upon the size of the cards required. All brushes do not make the same width of a stroke, even if they are the same number. The width of the stroke depends largely upon the thickness and quantity of the ink carried in the brush. A brush making about a three-sixteenth of an inch stroke can be used for nearly all large card purposes. Another thing of importance is to have the ink slightly thinner than when used for slower work. The faster one works the faster the ink has to flow, therefore the necessity.

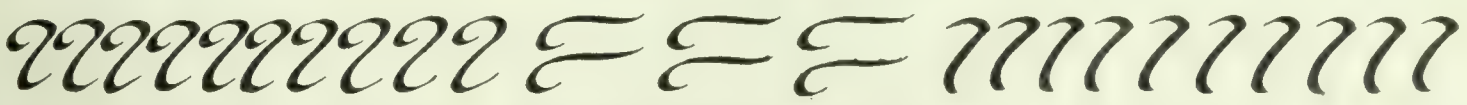
But, after all is said and done, practice is the main thing, and one must keep on practising if they wish to accomplish, with any degree of success, the desired result.

The Chart
First Alphabet

Take particular note that while the formation of these letters and numerals resembles the square faced brush stroke block published some time ago in this paper, it differs in the method of handling the brush. It is necessary to allow the brush to roll in the fingers a very little bit for making the straight horizontal lines, but for all other strokes hold the brush tightly.

The second alphabet is one that can be formed very rapidly. The greater

Stroke 1, Upper Case "A" (First Alphabet) Stroke 3, Lower Case "G" (First Alphabet) Strokes 1. and 2. Upper Case "L" (Second Alphabet)



Strokes 1 and 2, Upper Case "V" and "W" (Second Alphabet) Strokes 2. and 3. Upper Case "T" (Second Alphabet) Stroke 4. Upper Case "M" (second Alphabet)

Practice Exercises
Fig. 2.

speed is attributed to the curved nature of the lines, which gives a writing swing to the brush. All upper case letters of this alphabet should not be used to form words. Use a combination of the upper and lower.

A detailed explanation of the first alphabet is unnecessary on account of the sameness of the formation. But the second requires explanation.

"A" is formed with three strokes. Nos. 1 and 2 combination should be practised often, "B" is a five-stroke letter. See that the lower section of this letter is larger than the top. Much practice is required for this letter. Stroke one appears many times throughout the alphabet. "C" can be quickly formed. Note how graceful this letter is.

It takes three strokes to complete "D." Practice stroke two often.

"E" is another graceful letter. Note the swing of the three bottom strokes.

Stroke 2 of "F" needs much practice.

This "G" makes a good capital letter, but must be practised often to get it perfectly formed.

Dont forget
we have a
large variety of
Canned Fruits
They have that
delicious home-
made flavor

Strokes 2 and 3 of "H" should have the same swing to them. Stroke 1 follows the upper guide line.

Strokes 1 and 2 of "J" are the same as those of "I." Strokes 3 and 4 appear many times throughout the alphabet and need much practice.

Strokes 1 and 2 of "K" are also the same as those of "I" and "J." Note the curve on stroke 4. Combination stroke 1 and 2 of "L" are good ones to practice.

Stroke 3 and 4 of "M" show something new. Both these strokes start at the top to the left and come across to the right and turn sharply down to the lower guide line.

Stroke 3 of "N" is the same.

"O" is made with three strokes. Note the slant that the entire letter is at. Practice well the stroke of the letter "P."

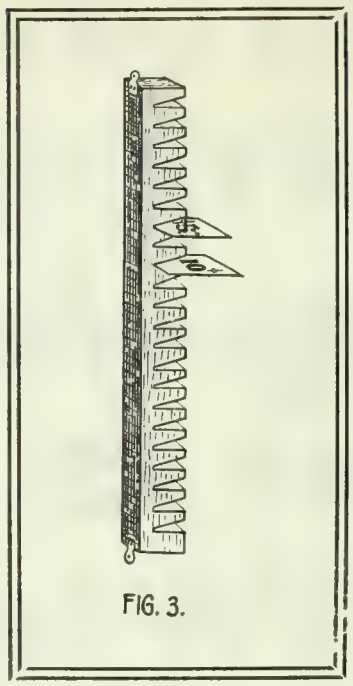


FIG. 3.

"Q" is the same formation as that of "O," with stroke 4 added.

"R." Note how the lower end of stroke 3 and the loop above correspond.

The curved lines of the "S" make it a good one for practice work. This letter is used frequently and should be given special attention. Practise strokes 2 and 3 together. This will help you in the formation of other letters.

Stroke 2 of "U" is also a good one to practice on account of its different curves. Stroke 3 is one of the few straight line strokes of this alphabet and even this has a curved finish.

You should not neglect to practice "V." Note the angle strokes 2 and 3 are at.

"W" is also a letter that you will have to practice well before you can make it perfectly. Note the swing of stroke 4.

You do not have to use "X" often, but it is as well to memorize its formation.

Strokes 3 and 4 of "Y" are good food for practice. Note where stroke 2 joins stroke 3.

It takes 4 strokes to complete "Z." Note that they are all slightly curved. Practise often.

Lower Case

The lower case is one of the best for fast lettering. All the letters, when formed, fit into one another gracefully and can be very quickly executed. The small alphabet at the bottom of the chart shows a good speedy type made with a No. 2 round writing pen.

Small Cards

For small, quickly made cards these alphabets are excellent. Note the collection of cards shown in Fig. 1. In size Nos. 1, 2, 3 and 4 are 7 in. x 5½ in. The remaining two are 5½ x 3½ in. They are very plain cards, being white card, lettered in black. They are of the quickest kind of work. The time taken for the execution being, No. 1, 9 seconds; No. 2, 16 seconds; No. 3, 13 seconds; No. 4, 16 seconds, and each of the remaining two 6 seconds apiece. This time does not include cutting the cardboard or the ruling of the borders. This is just an instance to show what speed can be developed with this form of lettering.

Practice Work

It will be noticed that we continually emphasize the need of continual practice, and that is the only way to obtain success. The "practice exercise" shows a few of the important strokes of the chart. These should be practised many times more than is here illustrated.

Time Saving Device

Many little time saving devices are used by card writers. Fig. 3 shows a good idea for a drying rack for cards after they are written. This can be made from a piece of wood two and a half inches square and about two and a half feet long. The slots are first cut in the width with a saw to two-thirds the depth of the wood. Then the slot is widened at the mouth by another cut in at an angle as shown in the illustration. These slots can be made about an inch apart. Use a wood that will not split. It is best to get a carpenter to make them who has a circular or band saw at his disposal. Brass mirror plates are fastened top and bottom, so that it can be fastened to the wall. Three or four of these within easy reach of the card writer's desk are a great aid to getting out work quickly.

An Excellent Variety
of
New and
Old Cheese

The finished cards shown are not intended for masterpieces, but quickly lettered quarter sheet cards.

It is a good idea to have a lot of the different size cards ready ruled with narrow borders such as these are ruled. It is a great time saver when you are busy.

C. Wilmont Webb, who has conducted a general grocery business at Saidis for some time, has sold out to Cliff Pearson, who has been associated with the Eden Bank Creamery store at Saidis, for the past few years.

Manufacturer or Jobber Again

Further Interesting Letters Dealing With Live Subject — Some Concrete Instances Given—Western Buyers Favor Manufacturer, But From Other Sources Comes Strong Support of the Wholesaler.

So much interest has been aroused in the discussion of the special advantages to be derived by the retailer in dealing either with the manufacturer direct or with the jobber, and so many interesting letters have been received since the first article was published that we have decided to discuss the matter still further.

A Millboro, N.B., correspondent deals with the matter at some length in a very interesting letter, which we quote herewith:—

"The subject at the present time, is very pertinent. Many manufacturers are now sending out special travelers who canvas the retailer for orders. These orders are filled direct from the factory, usually freight paid, but the wholesaler now steps in, sends out an invoice and collects his profit on the transaction. I claim he has no right to a profit or rake-off on business of this kind, for the simple reason that he has not earned it.

"What makes me sore is that these travelers usually sell some highly advertised line, on which the retail price is set at either 5c or 10c, and the wholesale price to the retailer is 4c and 8c. The retailer to-day cannot do a successful business on this profit, which is 20 per cent..

"This is only one angle of the question you have taken up. There are many more, and there are also many sound reasons why a middle man is necessary. I believe the solution is this: That goods manufactured within a reasonable radius should be marketed direct to the retailer, while the middleman or broker should confine his business to lines from foreign countries.

"Here is another point. The presence of so many so-called wholesalers. Too many for the business obtainable. So that they (or their travelers) are bound to overlap legitimate business and infringe on the retailers' rights; and, further, this scramble for business encourages the starting of small stores all over the country and the consequent lowering of the business tone."

An Argument for the Jobber

A Neustadt, Ont., correspondent takes a different viewpoint. Seventy-five per cent. of this correspondent's goods are bought through a jobber. He outlines his reasons in a number of apt points:

1. In buying through the jobber, the merchant does not have to buy heavy quantities of goods at one time, but can keep buying from hand to mouth as the goods move from the shelves.

2. This system does not necessitate the tying up of as much capital in reserve stock.

3. By buying in small lots the stock can be kept fresher and cleaner with practically none of the wastage that is associated with a heavy stock.

4. The merchant loses little by purchasing through the jobber. Manufacturers' price lists differ very little from those of the jobber—the only actual difference being that the manufacturer usually prepays shipment while the jobber sends goods f.o.b. shipping point.

5. Keeping buying confined to one or two firms makes bookkeeping easy and saves a lot of time in checking up invoices.

Instance of Advantage in Buying Through Manufacturer

A firm of grocers who operate three stores in the mining section near Sudbury and who consequently are able to buy in fairly large quantities, usually prefer to buy from the manufacturer. By this means they save a discount of 10 per cent. or more. A number of instances are given: Cheese was bought from a factory at 2c per lb. less than asked by the provision houses. On bissuits at least 3 per cent. was saved. Some tea houses were offering 5 per cent. discount on their goods; this discount was not obtainable through the jobbers.

On soap this firm noticed no difference. On flour there was a 1 per cent. discount from the manufacturer and the manufacturer always protected them for one car of flour for 30 days. On cigars there was generally 5 per cent. off. On patent medicines the firm were sure of 5 per cent. discount and had in addition longer terms and plenty of advertising matter.

Western Opinions

In the far West the general opinion seemed to favor the manufacturer. A Dodsland, Sask., merchant gives as his chief reason the saving of the jobber's discounts which were an extra profit on the goods.

From Cranbrook, B.C., comes the opinion that it is possible to get a better deal from the manufacturer.

"To secure extra discount and to get a wider range of goods to select from," is the reason a Consort, Alta., grocer gives for his preference for the manufacturer. "Often, too," he thinks, "it is possible to buy to better advantage, as the manufacturer devotes all his time to the one line and is able to give concessions to the merchants who are his advertising mediums."

To meet the mail order menace is the reason suggested from Bellevue, Alta. Goods must be obtained from the same sources as the mail order houses draw from if their competition is to be successfully met, and consequently, the manufacturer is the favored party.

A Fort William, Ont., grocer favors the manufacturer because he is always sure of getting goods fresh and in good shape. It is to the manufacturer's interest, he thinks, to ship goods always in first class condition. The jobber who has many lines to handle cannot of necessity give the same care to any one line.

A Vancouver merchant, on the other hand, urges that the close proximity of the jobber makes him a better man to deal with. If goods are unsatisfactory it is easier to get them remedied with the jobber than with the manufacturer, who is a great distance away.

From Benton, N.B., comes a definite statement that no advantage has ever been noticed in dealing with the manufacturer.

An Earl Grey, Sask., merchant has a kindly feeling for the jobber, because he helps to carry the small dealer.

Service Given by the Jobber

The chief argument for the jobber, the one that is most generally mentioned, is built up around the actual service he can give, "Because I can buy from the jobber more in accordance with the requirements of a country store," says a Granton, Ont., merchant.

"Because we cannot do without the jobber and therefore should give him all the patronage possible, and because we can buy from him larger or smaller quantities as our needs require." This suggestion comes from Stratford, Ont.

"Because the jobbers' deliveries are more prompt."

"Because you can get many articles needed at the same time and so save cartage and incidental expenses."

"Because buying from the manufacturer tends to make the small dealer buy more than he is able."

These are some of the arguments urged on both sides of the question. There seems to be little to choose between either side, so everyone will have to decide for himself, just which agency best suits the peculiar needs of his business.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

H. J. Leaman, Moncton, New Brunswick, has sold his grocery store.

Isaac Garber, Marble Mountain, Nova Scotia, has sold his general store to Gittleson Bros.

S. P. Edgett, Gunningsville, New Brunswick, suffered loss by fire to his grocery business. The loss was partly covered by insurance.

Quebec

Alphonse Guy, Montreal, is offering his grocery business for sale.

Vegina & Dionne, grocers, Montreal, have dissolved partnership.

J. McGrowan & Son, Ste. Martine, has sold the stock of his general store.

G. Thouin has bought the business of his brother Artois, situated in Lachine, near Montreal.

Mrs. A. Pelletier has purchased the business of C. Allard, 283 Adam St., Maisonneuve, Montreal.

J. A. Roi has bought out R. Derome, 122 St. Viateur Street, Montreal, and is continuing this business.

C. E. Church has recently taken over the business formerly operated by C. McAllister, Waterville, Quebec.

M. Guertin of Hebert et Guertin, St. Madeleine Quebec, was a business visitor in Montreal this week.

Henri Lapointe, of Ottawa, paid a business visit to Montreal this week, calling on his friends in the fish business.

J. A. Padgett, of the Robin Hood Milling Co.'s staff in Montreal, paid a business visit to Whitby and Lindsay, Ont., last week.

A meeting of the executive committee of the Canadian Fisheries Association is expected to take place in Montreal early this month.

E. Smythe, formerly with the Walter Paul Co., Montreal, has taken over the business of J. A. Bon Enfant, 509 La Salle Road Verdun, Que.

On his way back from New York this week G. N. McIntosh, dealer, of Ottawa, paid a business visit to Montreal, and renewed acquaintance with friends in the city.

Some of the prominent men in the fish business in Montreal contemplate visiting Toronto next week to attend the meeting there of the Board of Railway Commissioners, to try and secure a settlement of some express company difficulties.

Montreal Housewives' League has actually declared the threatened boycott on potatoes. Notices have been sent out requesting housewives to refuse to use potatoes . until . prices came down. Macaroni and rice are recommended as substitutes.

Mayor Martin, of Montreal, has enunciated a plan by which with a capital of $250,000 the City of Montreal may go into the retail provision business, selling eggs, butter, cheese, meat and potatoes. Mayor Martin proposes to use the city markets for the purpose, and even the fire halls and police stations. Enabling legislature would be necessary. The Mayor believes a $1,000,000 turnover per month would result.

D. J. Dyson, president of The Dyson Co., pickle and vinegar manufacturers, Winnipeg, may be opposed at the forthcoming municipal elections for Mayor of Winnipeg. It had been hoped that he would be elected by acclamation, as there was a disposition on the part of the business men of the city to avoid the cost of a mayoralty election if a good man came forward.

Ontario

W. J. Will, Hamilton, has sold his grocery store.

Jas. Ross, grocer, Toronto, has sold to Jos. S. Barron.

Kate Reed, grocer, Hamilton, has sold out to W. T. Morrison & Co.

Gertrude R. Beacock, grocer and confectioner, Toronto, has been succeeded by F. M. Fraser.

The warehouse of the Georgian Fruit Farm, about five miles west of Collingwood, with its contents, was totally destroyed by fire on November 22.

The firm of Fenwick & Hendry, Kingston, wholesale grocers, has passed into new hands. H. E. Richardson, manager of the Standard Bank, has purchased control of the business from the estate.

Kingston has passed a new milk by-law. The new regulations as to inspection and tests of milk and the cleanliness of cows, cow tyres and milkers are most stringent. It is required that all milk be sold in bottles. The new license fee is two dollars.

When the Hamilton grocers recently raised the price of bread from 8c to 9c a loaf they made no provision for cutting the profit with the grocers. The result was that the Hamilton Retail Grocers' Association have decided unanimously that hereafter bread would not be handled in grocery stores.

Western Provinces

S. Korman, Haskett, Manitoba, has removed to Morden.

Tommasson Bros., general merchants, Hecla, Manitoba, have dissolved.

Wm. St. Germain & Co., Summercove, Sask., has sold his general store.

F. P. Chamberlain, Edmonton, Alta., is discontinuing his grocery business.

Jackson & Allett, Cremona, Alta., have dissolved, Mr. Jackson continuing

The Victoria Grocery, Regina, Sask., are advertising their stock, fixtures, etc., for sale.

Wittman & Wangness, general merchant, Viking, has sold to Owens & Johnston.

Dealmurk & Trofanenko, Hardieville, grocers, have dissolved, Trofanenko continuing.

Sigmar Bros., Winnipeg, Man., have been succeeded in their grocery business by L. Arnold.

The Western Canada Flour Mills Co. have moved into new offices near their mills at Calgary.

H. Cooper has disposed of his store at Reid Hill, near Vulcan, Alta., to S. Hopkins, of Calgary.

The Great Northern Salmon Cannery was burned Saturday, Nov. 18, at West Vancouver; loss $20,000.

Stanley Windle, the genial credit man of the Brandon Grocery Co., was married recently at Winnipeg.

W. H. Escott Co., Ltd., have been appointed representatives in the West for Roach, Tisdale Co., Minneapolis.

Alex. Chalmers, Regina manager of W. L. Mackenzie & Co., manufacturers' agents, Winnipeg, called at the head office last week.

W. S. Wilson, formerly associated with Col. A. D. Rankin, as partner in the firm of Wilson and Rankin, Brandon, died at Elmsley, Ont., on Nov. 9.

The Robt. Gillespie Co., manufacturers' agents, have moved from 123 Bannatyne Avenue E., Winnipeg, into the Maltese Cross Building. They are now taking the total output of the Canada Candy Co., Winnipeg.

H. Gosling, of Brown &,Gosling, manufacturers' agents, Ryan Commercial Building, Winnipeg, had a narrow escape recently, when he fell down the elevator shaft in the above building. He is improving rapidly.

Damage amounting to over $200,000 was done by fire to the department store of the MacLeod Co., Prince Albert, Sask., on November 23. The owner is M. J. MacLeod, 107 Devon Court, Winnipeg.

W. H. Escott Co., Ltd., Winnipeg, were appointed representatives in Manitoba for Thomas J. Lipton a year ago. They recently received instructions to represent the above firm in Manitoba, Saskatchewan and Alberta.

The Telephone Grocery House, who do business only by phone, and deliver no order under $3, have opened offices at 512 McIntyre Block, Winnipeg. Mr. Mellis is manager. They claim to be able to cut cost to consumer on staples 10 to 20 per cent.

Edwin B. Reynolds, sales manager of the Dyson Co., manufacturers of pickles and vinegar, Winnipeg, has gone West, and will call on the trade. Mr. Reynolds started out two weeks ago, but was recalled on account of an accident to Mr. Dyson.

C. S. Turner Co. have opened offices at 147 Bannatyne Avenue East, Winnipeg, as manufacturers' agents. Mr. Turner was formerly connected with the firm of Turner & Walker, who did a large storage and forwarding business in Winnipeg. This business, including the agencies handled, was taken over by Mr. Turner when the partnership of Turner & Walker was dissolved. Among other lines, the C. S. Turner Co. will handle Ridgway's tea for the three Western provinces. Besides doing a brokerage business, they have a very central trackage warehouse for storage purposes.

Milk Will Advance to 10 Cents in N.B.

St. John, N.B.—The price of milk will be advanced from eight to ten cents a quart in St. John on Demember 1, according to an announcement by the St. John's Dairymen's Association, which claims to control 95 per cent. of the supply.

A big demand is being made by the newspapers of St. John for investigation by the City Council into the high price of necessities.

The St. John Board of Trade has received a communication from the Commercial Chambers of Amsterdam, inviting Canadians to assist in supplying many products of which Holland is in need. Among the articles for which they say there are good trade openings, are fish, flour, fruit, grain, hay, and many other lines of goods.

An effort to secure the co-operation of the leading Boards of Trade throghout the Dominion in securing Federal legislation for the introduction of the daylight saving plan next summer is being made by the St. John board. Both retail and wholesale grocers were enthusiastic supporters of the plan which proved highly successful in St. John this summer although operating only locally.

Through the intervention of the Minister of Trade and Commerce, the merchants of St. John have been promised a 1,500-barrel capacity steamer for the St. John-Yarmouth route next summer.

The million dollar sardine packing plant at Chamcook, N.B., has closed for the season on account of the scarcity of herring.

At a meeting of the creditors of James Macaulay, retail grocer, St. John, N.B., A. P. Patterson and George Slocum were appointed inspectors, with power to dispose of the stock.

HONOR ROLL

Captain H. S. (Hal) Parsons, son of Charles Parsons, of Parsons, Brown & Co., Toronto, has been invalided home on three months' leave and reached the city Sunday night last.

Captain Parsons was employed with his father previous to leaving for the war. He enlisted as Captain with the 38th Battalion, but was later transferred to the 58th Battalion. After the battle of Courcelette, with the exception of the Colonel, every officer had been wounded. Captain Parsons suffered from a shrapnel wound in the hip. Fortunately, however, the wound was not of a very serious nature and it is expected that no ill results will follow. Captain Parsons is at present staying with his father and mother at 23 Admiral Road.

A BUMBER CROP OF ORANGES

(Continued from page 20.)

already appearing on the market. It is in this variety that the immense crop will be noticed. The present arrivals are northern navels, coming from northern California, not the large orange producing centre of the state; consequently there is little likelihood of any particular drop in price for some time to come. It will be January before the southern California navel crop is on to any extent. This will relieve the situation considerably as the northern California and Florida oranges will be fairly well off the market. Once the southern California crop begins to arrive, however, there will unquestionably be a great slump in prices. It is more than likely that in place of the present $6 figure they will be selling around $2.

Grapefruit is evidently to be fairly high. The Forida crop is lighter than usual. The Jamaica crop has felt the effect of the recent hurricane, and there is no indication of anything more than an average output from Cuba, Isle of Pines, Porto Rico, or Mexico. Not that the present prevailing high prices will maintain, as once all these points begin shipping, they will considerably ease the situation. At present the supply is coming mainly from Florida and Jamaica, and neither of these sources have yet reached their maximum rate of output, so that by Christmas there ought to be a considerable decrease in the cost of grapefruit, and while it is not likely to go quite as low as in former years, it will be low enough to find a ready sale in any locality.

RETAILERS AND CANNED GOODS

(Continued from page 21.)

per cent. tomatoes. "We had no price contract," they state, "but we were prepared for the shortage, and are satisfied with the result."

A correspondent from Bracebridge, Ont., remarks that he got 100 per cent. of his order.

A west end Toronto merchant states cheerfully that his order was filled in full.

In individual instances it would seem a few jobbers have acted rather arbitrarily, but, in the main, the retailer seems to have been satisfied to take their point of view. One telling point is raised in the discussion. It is not the thought of one man alone, but is voiced by a great many merchants in different parts of the country. The question is whether the present method of contract does not favor the manufacturer unduly. He may make his contract. But in the event of the contract being difficult of fulfillment, he can make the opening price so high that the other contracting parties will be glad to abrogate the contract. For this reason, many correspondents urge that the contract is not in reality as binding on the manufacturer as on the jobber and retailer.

Tea Supply Shows Marked Decreases

Supply Will Fall Far Below Last Year's Enormous Output —Russia's Increased Demand Complicates Situation —Indications Point to Higher Prices.

THOUGH tea receipts are showing a marked increase over those of 1914, they are falling far behind the enormously increased output of last year. Shipments of India tea to the United Kingdom to the end of October totalled 136,000,000 lbs., this being 10,000,000 lbs. short of the output of last year. Ceylon, too, shows a marked falling off, receipts in the United Kingdom to October 31 being 96,750,000 lbs., or 9,000,000 lbs. short of last year's crop. Shipments from Java, though never heavy, have fallen off about a half.

The receipts from China are noted as fair, and no figures are available for Japan.

The reason given for the falling off is mainly lack of tonnage.

Whatever the cause, every indication points to the fact that tea must go higher.

There was an enormous increase in the supply of tea last year, approximately 100,000,000 lbs. In this connection it might be noted that this enormous increase was in a recent number of CANADIAN GROCER credited to this year. This was an error; last year was the banner year for tea supply, and seems likely to remain so.

Rough estimates of this year's crop place it at least 25,000,000 lbs. lower than last year. True this is a considerable increase over the output of 1914, but conditions have changed.

Russia's Increased Demand

The Government prohibition against Vodka in Russia has enormously increased the demand for tea in that direction; 50,000,000 lbs., or one-half of increased output of last year, was taken up by Russia. This was over and above her regular consumption, and must stand as an increased demand.

How can this increased market demand be supplied? That is the question that is facing tea merchants. Last year's enormous surplus was assimilated without the slightest depression of the market. It is a reasonable supposition, then, that with a lesser supply and no indication of a lessened demand, that tea will be another of the commodities to show some spectacular advances during the coming year.

Sugar Market in Unstable Condition

Light Demand for Refined Sugar Curtails Demand for Raw—Reported Late Crop May Change Situation— Possibility of Increased Demand for Raw Forcing Refined Prices Up.

THE market for raw sugar, which has been noticeably weak for some time past is now approaching its climax according to officials of the sugar companies. The condition referred to arises from the fact that at this time of the year there usually occurs the break between the old and the new crop and it is questionable as to whether there is enough raw sugar available to keep refiners supplied until the new supplies materialize. This at least is the statistical position, depending upon the amount of refined that is sold in the near future. At the present time the refiners business is said to be very dull. Considerable supplies of old crop raws are available but the demand for refined is so slow that the refiners are not interested with the consequence that sellers of raw are doubly anxious in view of the fact that the new crop is hanging over their head. A heavy increase in demand, accompanied by corresponding price advances is said to be within the bounds of probability although the actual trend of the market has been in the other direction for some time past.

The declines on the New York market however do not affect the Canadian situation to a great degree owing to the existence of a preferential tariff which adds features that tend to complicate the matter. Such changes as do occur on this market represent a sympathetic reflection rather than changes based on the actual price of the raw, which would be more likely to maintain the Canadian price or advance it. The refiners' price in New York last week at $7.50 less a 2 per cent. discount which made it $7.35 compared to the Montreal price of $7.85 less, the 30c discount to wholesalers, making it $7.55 or 20c higher than New York. This however does not cover the added freight cost, let alone the added duties on sugar into Canada.

The sellers of raw have been reducing the price daily for some time now in the hope of stimulating sales and this may eventually result in bringing the old crop down to the price level of the new. On the other hand the new crop is delayed and may not appear until the middle of January but as the country cannot refrain from using or buying sugar indefinitely it is possible that the American refiners may be forced to enter the market in order to supply suer a demand from their own customers. This would have the effect of forcing the price up both in Canada and the States. The situation is identical with the one that existed in the States on Thanksgiving of last year when the prices made a spectacular advance as a result of scarcity. At that time the price was even lower than at present owing to the fact that a higher level has ruled throughout this year. The advance last year amounted to 7-16c for raw in the New York and was reflected here by a 25c advance in the refined.

According to present estimates the new crop in sight will exceed last years which held the record for size up to that time by from 300,000 to 400,000 tons. The weather has been unusually good for growing but bad for ripening so that this crop has been delayed as well as reduced in size.

For this reason Cuban officials have not yet made their final estimates so that it is possible that these figures may suffer a material reduction.

In connection with the sugar consumption in Canada which of course constitutes the basis of the condition of the industry here, it is interesting to note that it is much lower than in the United States. No figures are available for later than 1910 but in that year the per capita consumption in the States was 79.9 lb. as against 70 lb. in Canada. It is presumed that it has dropped below this level as a result of curtailment due to high prices at the present time.

THE GOVERNMENT WARRANTY

Several times in these columns it has been suggested that as a protection for himself, any dealer who buys goods that are open to question from a firm with whom he is not familiar, should demand a Government warranty as a protection for himself in any action due to adulteration of goods.

Herewith is the recognized form of Government warranty:—

"I hereby warrant that the undermentioned articles manufactured by myself, or by persons known to me, and sold by me to ....., on the dates opposite thereto are pure and unadulterated within the meaning of the Adulteration Act."

Date Article

Signature of manufacture or Vendor.

Such a warranty may prove a very grateful safeguard to you.

THROUGH OTHER SPECTACLES

HOW HE'D COLLECT

From *The Modern Grocer.*

The dealer is frequently sorely tempted to resort to high-handed methods of extracting money due him from delinquent debtors. Without placing our stamp of approval upon the scheme, we give the following plan that one man says he would adopt if he were badly troubled in this regard. He says:

"I would pick up an old sway-backed, fleabitten sorrel horse, very lame in one front foot, the most disreputable harness that could be found, for traces and reins perhaps a ragged rope, hook him to an old spring wagon with about a 12-foot reach, a canvas top, on the order of a prairie schooner, in large letters printed on the sides, 'WE COLLECT FROM SLOW PAY CUSTOMERS,' hang a bunch of cowbells across the horse's wethers, secure a flock of yellow dogs, train them to follow, and hire a brawny Irishman to drive the outfit. Write the slow-pay customer asking him if he preferred to call and pay the account or have the wagon call, and send him a picture of the wagon. If I did not get the money I would have the wagon call as frequently as possible until he came across."

THE STORE BULLETIN

From *New England Grocer and Tradesman.*

This is an outdoor age.

An age of great highway travel and people are on the road somewhere all the time.

To the dealer located on one of the big thoroughfares in the big city, the moving streams of living humanity are seemingly endless.

They represent a modern people who have acquired the habit of observation and all are seeking something to look at. A try-out bulletin on the window pane of your store front will prove this. All that is needed is a saleable commodity, knowledge of the goods and the printed offer to sell at a special price to the passing public. The materials are simple and inexpensive, a glass of whiting and water, mixed with a teaspoonful of mucilage. A yardstick, a piece of chalk and a soft half-inch brush will complete the outfit.

The window front bulletin idea is not a new one, yet in some market districts the custom is becoming quite general.

It is an age of push and hard work and if a dealer hesitates in an attempt to push his wares to the front, such hesitancy is but an opportunity for his competitor.

A number of unsightly window bulletins on the main street of one of New England's best cities prompted a line of thought and suggestion for store bulletin betterment.

In many cases the lettering was not only poor but showed illiterate use of capitals and small letters. The small mischievous boy had come across with his fingers in some cases making a cancellation of the major part of the bulletins, which, had they been printed with whiting and mucilage would have resisted effacement and remained intact.

Bulletins are indispensable in the business world.

People nowadays are watching the merchants' windows. Why not have them look at a good store bulletin? Have one that is neat, interesting and attractive, one that talks.

Everbody that passes your store is a customer somewhere; they buy meats and they buy groceries. The store bulletin will stop them, interest them and influence them to buy your goods.

Whichever bulletin is used, the blackboard at the door, or the window pane, the lettering should be neatly and correctly executed, and changed often.

The successful merchant of to-day will be numbered among those who recognize the trend of modern storekeeping, who embrace the progressive lines of distinctive advertising.

A night trip on the water toward any of our large cities on either coast gives us a fine idea of electric lighted bulletins, or large advertising, at night. A night trip through the main streets of Boston, New York, San Francisco or Seattle gives an impression of business not easy to forget. The monster day time bulletins located on high buildings and flanking the sides of all lines of railroads convince us that these bulletins were put up for people to look at.

If somewhat weary of walking and, we take the cross town car, we will find ourselves still confronted with some familiar "ad." Even the transfer slip in our hand, as we turn it over, tells us where we can do best in some line of merchandising. All this is simply a matter of hammering home bulletins. The constant viewing daily of a firm's name will increase its trade. These things being true, let us bring our store bulletin into the lime light—confident that people will see it, that it will talk loud and long, and with a decided business punch.

MISLEADING ADVERTISING

From *Grocers' Magazine.*

A Scranton, Pa., dry goods merchant was lately arraigned in court by the American Fair Trade League, the charge being false and misleading advertising in a local daily newspaper.

The advertising was of certain dress goods, which were described as "all wool." An analysis of the goods showed them to be less than 51 per cent. wool.

The merchant was held in $300 bonds for the higher court.

In prosecuting parties using fraudulent advertisements the Fair Trade League is doing a good work. Advertising as a whole is benefited by such efforts and the public is benefited.

The advertising of department stores in the daily papers is said to be far less successful than in former years, because the public has become wise to the fact that much of the advertising is misleading, consisting, for instance, of a $5 article priced at $4.98, "regular value $7.50," etc.

The better managed department stores are getting away from this type of advertising and not claiming that $5 articles sold at $4.98 are such extraordinary bargains.

A NOTABLE EXCEPTION

From *Grocers' Magazine.*

What is the world coming to when a newspaper wishing to get some information on the grocery business goes direct to a grocer instead of going to an economist, public official, or president of a woman's club, none of whom know anything about the grocery business except in a theoretical way.

But this is not the case with the New York Herald which in order to secure facts on the increase in cost of many food articles, and the reasons for this increase, interviewed many grocers in New York City and published their statements. Many newspapers, when it comes to the grocery business, would be qualified to establish a department which might be termed the Bureau of Misinformation, and it is a pleasure to record this notable exception.

MISTAKE IN STATE ANTI-STAMP LAWS

From *The Modern Grocer.*

Following the passage in several states of laws virtually prohibiting the use of trading stamps and coupons, there has been great activity among the retail merchants associations of other states to push through their own legislatures laws with provisions eliminating coupons and premiums of all kinds. Most of these merchants, we understand, are of the belief that such laws would also strike a big blow at premium mail order houses and tea and coffee peddling concerns, such as the Larkin Soap Company and the Jewel Tea Company, who give coupons or premiums with their goods.

In their enthusiasm and desire to eliminate the trading stamp and premium coupon, most merchants have overlooked the fact that state laws do not govern such concerns as those mentioned above, inasmuch as they conduct an interstate business and deal directly with the consumer. Their business comes under the jurisdiction of the Federal Government. Therefore, these competitors of the retailers, instead of being crippled by state anti-trading stamp and coupon legislation, would not be injured in the least.

There are, however, many food manufacturers and jobbers who have established a large demand for their goods through packing with those goods coupons which are redeemable in premiums of various sorts and who would be affected by such laws.

The products of these manufacturers and jobbers reach the consumer through the retailer. If state anti-trading stamp and coupon laws were passed, these manufacturers and jobbers of course would be compelled to discontinue the packing of coupons with their products and the premium mail order houses and tea and coffee concerns instead of being hurt, would immediately be given a tremendous opportunity to grab business, through the use of coupons and premiums, which has been going over the retailer's counters.

In other words, the passage of such legislation would render the retailer unable to supply to his trade manufacturers' products containing coupons and upon which he now has a large established business, while such concerns as Larkin and Jewel could continue to distribute goods containing premium coupons.

In short, by supporting, he would be playing into the hands of those concerns who deal directly with the consumer and who use premiums as one of their chief trade winning weapons.

National legislation is the only legislation that will compel the large premium mail order and tea and coffee peddling concerns to discontinue the giving of coupons and premiums with their merchandise and until such national legislation is passed the greatest care must be taken in the matter of state anti-trading stamp and coupon laws.

THINGS THAT PAY

From *The Modern Grocer.*

Do not nibble crackers or other things while waiting upon a customer. It looks bad, and it is bad form. Not only that, but you should not eat your employer's goods. Get away from the nibbling habit. Eating should be done at the table.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE week in the wholesale grocery trade has been unsettled. Flour advanced to $10.50 per barrel in car lots, but dropped down to $10.20 on Tuesday, when the wheat market continued in a sagging condition. There is uncertainty as to what the future holds in store. Millers feel there is underlying strength in wheat but that speculative interests have perhaps succeeded in sending the price down. Sugar dropped 10c per hundred pounds during the week. Demand for this commodity is quiet at present.

Butter, cheese and eggs are recorded advances during the week. Lard and compound are also firm. Stocks of dried fruits in wholesalers hands are becoming smaller without a chance to replenish in certain instances. Currants from Greece are on the way, but will hardly reach this country in time for the Christmas trade. Teas are firm. Package tea men in certain instances have advanced their goods 5c per pound on all grades. Beans have been in strong market with advances recorded. Business has been fairly good during the week in the face of shortages in many lines.

QUEBEC MARKETS

MONTREAL, Nov. 28.—Canned goods continue to be the problem of the market. Difficulty and differences of opinion have arisen over the prices asked by wholesalers to retail customers, some "open price" contract customers having been able by closing their contracts betimes to secure tomatoes from this season's new pack delivered from large wholesale houses as low as $1 a dozen. Those who bought at open price, and neglected to close and confirm their contracts in good time, have had to face the higher market. Dried fruit and nuts are in firm market, and there is great congestion at the New York end of delivery for imported goods in these lines from Europe. Sugar has shaded down a little, the holders of raws having been beaten by the refiners in the battle for price against the approach of the new crop. Flour is firm again. Butter, eggs, and cheese are all higher-priced, eggs especially so. Lard shows an increase also. Fish prices are higher. Fruit and vegetables show some upward shadings. In dried vegetables, beans and barley are scarce and very high-priced. In miscellaneous lines, Canadian chicory shows a 2c rise per pound, and is now 14c, and sal soda is up 10c per 100 lbs. The general condition of the market for all classes of provisions and groceries in Montreal is considered exceedingly good.

Canned Goods in a "Mixed" Market

CANNED GOODS.—With the average and understood selling price from wholesale to retail of tomatoes at $2.15 to $2.25 per dozen, retailers in Montreal were troubled by an idea that some rival retailers were securing tomatoes in the can at as low as $1.35 per doz., though these had been ordered at "open price" earlier in the season. Three of the leading wholesalers interviewed by CANADIAN GROCER were emphatic on the point that no retailer can secure tomatoes as low as $1.35 per doz. if ordered on "open price" contract and not confirmed before the higher prices became effective. One important firm stated that retailers had been allowed till as late as October 15th this year to confirm contracts on open price at the $1.35 figure, and this may have led to the idea in some retailers' minds on the point. Another large firm stated that they made no hard-and-fast rule as regards the filling of contract orders at "open price," that is to say, they were bound in general by market conditions, but would not bind themselves to make no very rare and occasional exception to special customers or for special reasons where to sell at a loss might suit their business purpose. In the main, however, the market price for canned goods holds evenly, though undoubtedly the "mixed" state of affairs mentioned last week still prevails to some extent. Importations of canned goods of all kinds to fill orders left unfilled by Canadian shortage are still being made, and all merchants handling canned goods are wide awake to chances of getting deliveries of suitable lines at reasonable prices.

Sugar Takes a Downward Trend

Montreal

SUGAR.—The refiners appear to have won the battle of the sugar market. The holding of stocks of raw at prices just ahead of what refiners were ready to offer has ceased to delight the holders, and raw Cubas came down in price in New York. Refined sugar had not moved downwards over the border at the time of writing, but the market was weak, and in Montreal refined sugars were all reduced by 10c per 100 lbs. The new crop (which is known to be a big one) is coming forward rapidly, and this had its effect in causing holders of raws to release by lowering prices. Futures were as a matter of fact cheaper than spot raws, but this condition is evening down now. Demand for refined is reported quiet, the retailer buying from hand to mouth mostly, but the reversion of the market to firmness following renewed demand may be sharp.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 80
Acadia Sugar Refinery, extra granulated	7 70
Yellow, No. 1	7 40
Special icing, barrels	8 15
Powdered, barrels	7 95
Paris lumps, barrels	8 40
Crystal Diamonds, barrels	8 40
Assorted tea cubes, boxes	8 40

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. bags, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Delivery Vexing in Dried Fruit Trade

Montreal

DRIED FRUITS.—Delivery is the main difficulty as regards dried fruit shipments of new crop from Europe, and even also from California. Currants are exceedingly scarce, and at very high prices. Raisins also are in short supply on account of very late delivery from California. The same conditions affect shipments of figs. As regards European shipments, the lack of vessels to carry the freights becomes more and more of a drawback. Even when crops can be secured and cargoes made ready for shipment, steamers cannot be obtained. Then there is a really serious congestion in New York. It is impossible to get shipments forward fast from there. Goods ordered through on November 6th are still either held up in New York or only just on the way. This affects dried fruit consignments materially as well as other lines shipped.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Farils, choicest	....	0 12½
Hallowee, 1-lb. pkgs.	....	0 10
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Prunes, California New Crop—		
30 to 40, in 25 lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Figs—		
Spanish (new), mats, per mat	....	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Shortage Declared Imminent

Montreal

MOLASSES AND SYRUPS. — No change is recorded in molasses prices this week, but stocks are undoubtedly running very low, and one of the principal wholesalers in this line in Montreal is practically assured that there will be a big shortage of molasses before the new supplies come in. It required last year from 3,000 to 5,000 puncheons of molasses to carry the requirements of Montreal and district over the winter. There is certainly far less molasses in stock now than the amount named, and winter is only beginning. As regards corn syrups, demand is still brisker than before at unchanged prices, and manufacturers are rushed to produce the syrups rapidly enough for requirements.

	Prices for Fancy. Island of	Choice. Montreal.
Barbadoes Molasses—		
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Tapioca is in Firming Market

Montreal

RICE AND TAPIOCA.—While prices for rice and tapioca will be found in the main unchanged from wholesale to retail this week as compared with last week, the market is firmer for tapioca, and may yet be found firmer for rice. Prices on tapioca to the wholesale trade have appreciably firmed lately. Supplies are distinctly short, and freights more and more uncertain. The decision of the Montreal Housewives' League to prefer rice to potatoes in view of the favorable advantage to the housewives in the prices asked for rice will increase demand to some extent in Montreal.

Rangoon rice, per 100 lbs.		4 30
"Texas" Carolina, per 100 lbs.		7 00
Real Carolina, per 100 lbs.	7 50	8 00
Patna (fancy)		7 50
Patna (good)		6 50
Tapioca, per lb.		0 09½

Beans, Peas and Barley All Scarce

Montreal.

DRIED VEGETABLES.—Beans are something of a bugbear to the markets at present. They are hard to obtain, and the Canadian product is having to stand a lot of criticism largely because of its price. Imported beans are in demand, but to secure delivery is another question, especially as regards the California beans offering. Some slightly rain-damaged California small white beans have been sampled, and are well thought of, but it is probable that the growers will make the mistake of holding off too long for higher prices for their product, as they seem rather inclined to do at present. For undamaged white California beans prices have increased as much as three dollars per 100 lbs. to the jobber since September, and the damaged are priced nearly a couple of dollars higher than the undamaged were in the early fall. New crop split peas are priced higher by a dollar a bag (98 lbs.) now than they were within the past few weeks. The price is now $7.50 per bag. Barley is very scarce, and pot barley is now at $5.75 per bag of 98 lbs., as against the $5 of a week ago.

Beans—		
Canadian 3-lb. pickers, per bushel	....	7 25
Canadian hand picked	....	7 50
Canadian 5-lb. pickers	....	6 60
Yellow Eyes	....	6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	....	7 50
Barley (pot), per bag 98 lbs.	....	5 75
Barley, pearl, per bag 98 lbs.	....	6 50

SPECIAL BY WIRE

Montreal, Nov. 29.—A last minute report advises that another heavy purchase of flour has been made by the British Government. The order which calls for one million barrels of flour has been placed among the largest millers of the country. This is the largest order of flour yet on record. It is understood that the price quoted is about $9.00 per barrel.

Nut Market Firm: Delivery Trouble

Montreal

NUTS.—Shelled walnuts are up again this week, the increase noted being 2c per lb., and the present prices from wholesale to retail trade 44c to 46c per pound. The whole market for nuts is subject at present to great firmness, especially in prospect for the future as well as in the matter of present purchases. Shipments are exceedingly difficult to secure from the primary markets. So many merchant steamers have been sunk or commandeered for war purposes, that cables are reaching Montreal from European shipping ports for nut cargoes, saying "Impossible to ship. No steamer available." Great congestion at New York is also responsible for apparently dilatory deliveries on this continent.

Almonds (Tara), per lb.	0 19½	0 20
Almonds (shelled)	0 38	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 44	0 46

Firmness in Tea is Maintained

Montreal

TEA.—Conditions as regards tea maintain as last week's report indicated, with a still further tendency to firmness. In fact it is no longer possible to buy Pekoe Souchongs as low as they were available a couple of weeks or even a week ago. The prices quoted as under cover the average grades fairly closely with room for shadings here and there. It is likely that familiar lines will be found at least two cents a pound higher this week than formerly. To obtain good teas at the cheaper prices of earlier in the season is no longer possible.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Nothing Disturbs The Calm of Coffee

Montreal—

COFFEE.—In spite of rumors to the contrary, and hopes for the best, coffee continues in quiet and uneventful market. Speculative stimulus is lacking, and though reports from all quarters show that consumption of coffee is steadily on

the increase, the element of rapid increase in price is quite absent from this commodity at present. This makes coffee almost unique as a foodstuff in this age of tall prices for everything on the table, and coffee merchants consider that a change is about due considering the cost of containers for the canned coffees sold so widely nowadays. Prices as quoted under have remained unchanged for many a day, but represent the market still quite accurately.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Winter Demand for Cocoa is Noticed

COCOA AND CHOCOLATE.—In these days of high priced foods the advantage of combining food with warming and invigorating beverages no doubt leads to the increasing winter demand for cocoa which the market notices. Cocoa and chocolate are not seriously affected as regards prices by the general trend of the markets. There is some hint of coming firmness as regards chocolate, both the sweetened (due to firmness in sugar) and the unsweetened. Soluble cocoas range in price from 16 to 24 cents a pound, subject to the usual trade discounts. Prices for general lines of tinned cocoas usually in demand are quoted as under.

Cocoa—	
1 lb. tins, per doz.	4 60
½ lb. tins, per doz.	2 40
¼ lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 90

Still Firmer is the Spice Market

Montreal

SPICES.—Short crops at the primary markets, the difficulty and uncertainty regarding freights, and dwindling spot stocks of spices all tend to firm the market for this line considerably, and it is not outside the bounds of probability that spices may be found more expensive in the markets of Montreal. For the present, however, prices maintain as quoted last week. Peppers are distinctly firmer, and there has been an active demand for them. Coriander is up considerably, and carraway, affected by the embargo, is also very firm. A certain Montreal firm which left off trading in spices some years ago but had a small shipment of forgotten carraway seed still in storage was suddenly reminded of the existence of this hidden treasure which brought a profitable price. Nutmegs are moving towards marked firmness, due to sharp increase in price at the primary markets. African and Cochin gingers are being quoted at very high prices for spring crop. Japan ginger is slightly firmer. Cloves are unchanged. Generally the outlook in the spice market is for greater demand, shorter supplies, and higher prices. Business in Canada is quite brisk in spices.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 28
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 93	—0 38
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carlaway, Dutch	....	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Fruits are Firm: Also Vegetables

FRUITS AND VEGETABLES.—Fancy No. 1 Green Mountain potatoes are quoted at $2.10 per 80-lb. bag, and potatoes are in steady market unchanged by the recent excitement in daily press regarding an alleged "combine." Housewives of Montreal have even been threatening to taboo the harmless necessary tuber, but husbands' tastes have to be considered still. Some other lines of vegetables have increased a shade or so in price of late. Boston lettuce is dearer at $1.90 for two dozen. Florida lettuce has appeared at $1.25 per dozen. Cabbages are up to 75 cents per doz. Cucumbers are at $2 per doz., and green peppers are on sale at 75 cents per doz. California egg plant has arrived, selling at $2.50 per dozen. Bananas are unchanged ($2.75-$3 bnch.) Oranges range from $3 for Porto Rico to $4.50 for navels. Floridas at $3.50 are going well. Apples are in steady market and at firm prices for all lines. Spys are bringing $6.50 for No. 1s, and $6 for No. 2s per barrel. Baldwins are at $4.50 and $4; Grennings, $5.50 and $5; Wagners, same as Greenings; Kings same prices as Baldwins, and Russets, No. 1, $5.50, and No. 2, $4.75 per barrel. Cape Cod cranberries are at $13 per barrel.

SPECIAL BY WIRE

Montreal, Nov. 29.—There has been another decline in flour on the Montreal market, all grades showing a decrease of 30c per barrel.

Higher Prices Rule for Fish

Montreal

FISH.—Fish trade in general is active with Advent season in prospect, and a large volume of business is expected from now on. Owing to rough weather fishing on the Eastern coast has been poor, and for that reason haddock and codfish have been scarce and selling at prices which have advanced a little as compared with the past week's lists. One carload of fresh halibut was offered this week, and prices on halibut ranged from 18 to 20 cents per lb. Fresh lake fish is also on the verge of the season's close, and smaller quantities are being grabbed at high values as fast as they are offered. The salted and pickled fish market is about in the same condition as last week's report. Supplies are limited, and the demand is very brisk. The general tendency of the market is rather on the optimistic side, and still higher prices are looked for. Trade in bulk and shell oysters is very good. With the approach of American Thanksgiving Day this week supplies of fish are expected to show an advance. Owing to lobster fishing having resumed operation in some districts, lobster prices are rather easier.

SMOKED FISH		
Haddies	0 10	0 12
Haddies, fillet	0 12	0 13
Digby herring, per bundle of 5 boxes	....	0 80
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		8 00
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		12 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 45
Prawns, Imperial gal.		2 50
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH SEA FISH		
Halibut	18	—20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH LAKE FISH		
Pike, lb.		0 12
Perch		0 10
Whitefish, lb.		0 15
Lake trout		0 13
Eels, lb.		0 10
Dore		0 12
Smelts		0 12
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00

ONTARIO MARKETS

TORONTO, NOV. 30.—The greatest difficulty experienced by grocers at the present time is the shortage in many lines of supplies. They are substituting as best they can with goods of equal grade and where they are unable to substitute they must let their deliveries go short. Business in the face of conditions has been fairly good. The freight situation continues to be a perplexing one. Importers are unable to get shipments from New York in less than ton lots. In car lots goods will be brought forward by railway companies. There

have been a number of price changes during the week, two of the most notable being a decline of 10c. per 100 pounds in sugar and reduction in the price of flour of 30c. per barrel. The flour market is unsettled at the present time due to the very erratic condition in the wheat market. Butter, cheese and eggs are all up in price. Dried fruits are in firm market, with supplies becoming fewer and harder to get. Teas are in strong market with advances recorded in package teas in certain quarters of 5c. per pound during the week. Package goods continue in firm market with prospects of higher prices for next year.

Sugar Declines 10c *Per* 100 *During Week*

Toronto

SUGAR.—A decline of 10c. per 100 pounds on all grades of sugar went into effect on November 27. The decline came as somewhat of a surprise to well-informed local sugar men. They assert that statistically the position of sugar is apparently strong with at least four or five weeks to go before the new Cuban crop comes on the market, and with total stocks in all hands down to 58,967 tons on November 22 as compared with 145,235 at the same time last year. Raws in New York were quoted down as low as 5.65c. cost and freight. New crop Cubas are quoted at a discount. There is every indication up to the present that there will be a good crop in Cuba during the coming campaign. Conditions have been excellent for a big production. Receipts of the Louisiana crop have undoubtedly been a factor to send buyers and sellers of raws apart. The crop in Louisiana is heavy this year as compared with last, receipts up to November 17 this year at New Orleans amounting to 49,060 tons as compared with 11,166 tons up to the same time last year. The consumption figures for Canada have recently been published for the fiscal year ending March 31, 1916. The total is 267,389 tons consumed in Canada during the year as compared with 302,450 tons last year, a decrease of 35,061 tons, or 11.59 per cent. Demand for sugars at the present time is very quiet. There is uncertainty in the market with the feeling that refined may hold steady or even decline in the face of the close proximity of the new crop. With the coming of the new crop an easier market is very probable.

	100 lbs
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 88
Acadia Sugar Refinery, extra granulated	7 78
Yellow, No. 1	7 48
Special icing, barrels	8 25
Powdered, barrels	8 03
Paris lumps, barrels	8 50
Assorted tea cubes, boxes	8 50

In 50-lb. bags and 20 lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. gunnies, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.

Molasses Holds Firm in Face of Big Demand

Toronto

MOLASSES AND SYRUPS.—Locally there is little activity in molasses, but the commodity holds firm in price owing to the continued big consumption of the article for the purpose of making rum for the troops. There is small prospect of reaction in the near future. Syrups are all holding firm, but a continued good demand for corn syrups.

Corn Syrups—	
Barrels, per lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40 0 43

Canned Goods Firm Consumption Limited

Toronto

CANNED GOODS.—Conditions in the canned goods market have held stationary during the week. Consumption of tomatoes has been curtailed somewhat by the high prices and buyers have lost interest to a certain extent. They are quoted from $2.25 to $2.40 per dozen for 2½s with trade limited at those figures. They continue to be a scarce article. In the United States during the past week there was an actual weakening in the price of tomatoes, being quoted down 10c. from the high point of two weeks ago. No. 3s there are now quoted at $1.35 to $1.40 per dozen. In that country it is pointed out that retailers and jobbers have stocked up fairly well and that there is no active buying interests in the market at the present time. All other canned goods hold firm, with a fairly good demand for corn and peas.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20 1 45
Pinks, 1 lb. talls	1 45 1 65
Pinks, ½-lb. tins	1 00
Cohoes, 1-lb. talls	2 50
Red Springs, 1-lb. talls	2 00
Canned Vegetables—	
Tomatoes, 2½s	2 25 2 40
Peas, standards	1 35
Corn, 2's, doz.	1 50 1 60
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50
Pumpkins, 2½s	1 70 1 75

Grecian Currants Are Now on Way to Canada

Toronto

DRIED FRUITS.—Advices received in Toronto during the week stated that the Greek steamer "Themistocles" had left that country and that she had on board consignments of currants. This is the first steamer to leave for New York from that country for more than a month. It is expected these currants will arrive in time for the Christmas trade. For a time it was feared they would not get here. The war rate is exceptionally high on all freights coming from the Mediterranean, now being at 8 per cent. Cable advices from Spain state that the Valencia raisin crop is exhausted and that the crop is lighter than at first thought. Some of these Valencias are arriving now, but most of the orders will not arrive until after the Christmas season. Bookings for Spanish raisins were rather light owing to the dependence on the California crop. Prunes continue to hold at high levels. Dates from Persia of the Hallowee variety are expected to arrive here during next week. Shipments of these dates are small this year and prices will be double those of last year. The market in all dried fruits is firm, with advances recorded in evaporated apples and currants.

Apples, evaporated, per lb.	0 10½	0 11½
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	....	0 22
Patras, per lb.	....	0 23
Vostizzas, choice	....	0 24
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 60	3 90
Dromedary dates, 3 doz. in case	....	4 25
Prunes—		
30-40s, per lb., 25's, faced	0 15	0 14½
40-50s, per lb., 25's, faced	0 12¾	0 13¾
50-60s, per lb., 25's, faced	0 12	0 12½
60-70s, per lb., 25's, faced	....	....
Peaches—		
Choice, 50-lb. boxes	....	0 11
Stds., 50-lb. boxes	....	0 10½
Fancy, 25 lbs., faced	....	0 13
Raisins—		
Valencia, Cal.	0 08½	0 10¼
Seeded, fancy, 1-lb. packets	....	0 12
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets	....	0 15

Peppers, Cloves and Ginger in Firm Market

Toronto

SPICES. — In the primary market there has been considerable firmness in white and black peppers, cloves, ginger and cassias during the past week. Locally the prices have not advanced, but there is a firmness in the local market in sympathy with conditions in the primary ones. There has been a 1c. advance in both white and black peppers. Celery seed is also reported in a scarce market and local dealers are looking for higher prices. This commodity comes from France and conditions there are affecting its marketing. The Jamaica ginger crop is short and higher prices are looked for in this commodity. There has been an advance in carraway seed locally, being now quoted from 45c. to 50c. per pound.

	Per lb.	
Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger	0 30	0 35
Mace	0 90	1 25
Nutmegs		0 40
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black		0 29
Nutmegs, selects, whole	0 40	0 60
Mustard seed, whole		0 28
Celery seed, whole	0 40	0 45
Coriander, whole		0 15
Carraway seed, whole	0 45	0 50
Cream of Tartar—		
French, pure	0 48	0 [illegible]
American high test	0 [illegible]	0 54

Package Teas Have Advanced 5c Per Lb.

Toronto

TEAS.—Package tea men have found themselves in a position with the advancing prices in teas in the primary market and the increasing cost of lead for packages that they have been forced to increase the price of package teas 5c. per pound on all grades. This move upward has been anticipated for some time. This is the first advance to take place in package teas in a period of eighteen months. Salada teas were the first to go up in price. Lipton's teas are also up in price, but the amount of the advance could not be stated at the time of writing. Red Rose tea had not advanced at the time of writing but notification of an advance was momentarily expected. Teas at the present time are selling in the primary market fully 6c per pound higher than they were a year ago. It has been announced also that the freight charges on Ceylon and Indian teas will be increased from 2½c. to 2¾c. per pound beginning next month. This is a factor that will operate to make prices still firmer in the near future. In bulk teas the market has held steady during the week, with no advances recorded in the London market. Stocks in local dealers' hands are light and importers find it difficult to supply the demand for teas at the present time.

	Per lb.
Pekoe Souchongs	0 25 0 27
Pekoes	.... 0 26
Orange Pekoes	.... 0 28
Broken Pekoes	.... 0 30
Broken Orange Pekoes	.... 0 32

These prices do not indicate the wide range in tea values. They are for good common grades, and meant to give some indication of price movements.

Demand for Coffees Reported Excellent

Toronto

COFFEE.—The market in coffee has held steady during the week. Demand has been excellent. Some firms report they have never had a better business in coffees than during the present season. They are experiencing difficulty in getting forward supplies, however. An embargo has been placed on freight from New York in less than carload lots and this has affected shipments to a certain extent. There has also been great difficulty in getting boxes, bottles, labels and other commodities that are very necessary in selling goods. Prices locally have held at the same figures as last week. There is a bearish feeling in the primary market due to the accumulation of stocks without any prospect of finding an outlet for them in Europe in the near future. The Brazilian Government, however, is coming to the rescue of the coffee growers and is seeing that they do not have to sacrifice their stocks at a loss. This is a steadying influence in the market.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Marbot Walnuts Will Not be in at Christmas

Toronto

NUTS.—There is now small chance of Marbot walnuts in the shell reaching this country from France in time for the Christmas trade. Some are not due to leave France until the week after next and this will put them into the hands of the dealers too late for the Christmas trade. Other importers expect their stocks to arrive barely in time for Christmas. Grenobles, however, will be here and these will have to take the place of the Marbots. Firmness continues in the nut market. Shelled almonds are firmer and up in price, now being quoted as high as 48c. Brazil nuts are firmer and quoted up 1c. per pound.

Tarragonas, lb.	0 20	0 22
Marbots, French, in shell	....	0 17
Filberts	0 17	0 18
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 44	0 48
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 18	0 22
Chestnuts, per peck	....	2 50
Pecans	0 17	0 19
Peanuts, lb.	0 11	0 14

American Rices Not Coming Forward Freely

Toronto

RICE AND TAPIOCA. — American rices, such as Carolina and Texas Japan, are not moving very freely from the primary markets. Mills assert they are unable to make shipments owing to the car congestion. Export inquiry for Greece and other European countries may develop into a firmness in the rice market. Locally there is a fairly good demand for rice. Tapioca continues in firm market with no prospect of relief in sight as yet.

Rangoon B, per 100 lbs.	4 50	4 75
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna, fancy	6 50	7 00
Patna, good	5 00	6 50
Tapioca, per lb.	0 09½	0 10½

Ontario Beans Are Turning Out Fine

Toronto

BEANS.—Ontario beans are turning out exceptionally fine in quality this year. They are classed for the most part as one to two-pound pickers, in other words, that many culls per bushel, which is considered a high average. There is a firmness in the market and for Ontarios the prices range from $6 to $6.50 this week. Rangoons are also firmer in price, being quoted from $5.50 to $5.75 per bushel. Limas are in strong market also, the quotations being 9c. to 10½c.

Ontario, 1 lb. to 2 lb. pickers, bush.	6 00	6 50
Rangoon, per bushel	5 50	5 75
Japanese, per bushel	....	6 00
Limas, per pound	0 09	0 10½

Firmness in All Package Cereals

Toronto

PACKAGES.—There is a firmness in the market for all package goods, due to the prospect of much higher prices having to be paid for the boxes. Manufacturers enter into the contracts for this year's supply of boxes around the first of the year and they must meet the possibility of having to pay an advance of fully 100 per cent. in the price of boxes over those paid for the past year. Prices for all package goods have held steady during the week.

Cornflakes, per case		$2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 50	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1 lb. cartons	....	0 08½

Oysters Expected to Advance at Coast Points

Toronto

FISH AND OYSTERS. — Storms on the lakes during the past week interfered with the supplies of whitefish reaching the market. With a fairly good demand the amount reaching the market was barely sufficient for the call for this fish. Salmon trout, however, reached the market in good supply. Frozen halibut and salmon continue to reach the market in fairly good quantities. In the salmon the cohoes and qualla are the varieties reaching the market. The former is a red-fleshed fish and the latter a pink-fleshed. British Columbia crabs continue to reach the market in fairly good quantities and find ready sale. Shrimps are now in the market more plentifully and are finding a fairly good sale. Fancy steakcod is firmer in price by 1c. per pound and Maritime flounders are also up 1c. per pound. Lake trout are easier in price by a half cent. There is a scarcity of oysters in the beds along the New England Coast this year owing to the fact that oysters around Chesapeake Bay have not been propagating this past three years. Four years ago the spawn was fertile but since that time the beds have been mined without prospect of renewal. Much of the negro labor formerly utilized in opening the oysters is now being utilized in munition plants in the north and this has operated to make oysters somewhat higher in price. On Monday of next week an advance of 10c to 15c per gallon is expected to take effect at Atlantic Coast points. This will in all probability affect the local price.

SMOKED FISH.		
Ciscoes, per lb.	....	0 12
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	....	0 12
Digby herring, bundle of five boxes	....	1 25
Smoked boneless herring, 10-lb. box	....	1 50
FRESH SEA FISH.		
Crabs, per dozen	....	2 50
Halibut, frozen	0 15	0 15½
Cohoe salmon (red), frozen	....	0 14
Qualla salmon (pink), frozen	....	0 09
Haddock, fancy, express, lb.	....	0 08
Steak cod, fancy, express, lb.	....	0 10
Codling, per lb.		0 08
Flounders, Maritimes		0 09
New York		0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 10	0 11

Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

Porto Rican Pineapples Have Reached Market

Toronto

FRUIT—Porto Rican pineapples, the first of the present season, reached the market during the week. They are of extra fine looking sample and are quoted at $4.50 to $5 per case. Cuban grapefruit is now in the market and is selling at $3 to $3.50 per case. Although the Porto Rican grapefruit has not yet arrived it is expected in the near future. California navel oranges have been coming in fairly large quantities during the past week and the price is consequently easier by 25c per box. They are now quoted at $4.50 to $4.75 per case. Florida oranges are also easier in price, being quoted 50c. per case down, the range running from $3.25 to $3.75. California lemons are also lower in price by 75c. from the highest quotation given last week, the range now being $5 to $5.50. Messina or Italian lemons are down 25c. per case. There has been a firmness in bananas during the week and the price is quoted 25c. up per bunch on the finest qualities. Apples hold steady in price from $4 to $5.50 per barrel. Some fine apples in boxes are being shown from Washington State and British Columbia.

Apples—		
Barrel	4 00	5 50
Boxes, American	2 25	2 50
Boxes, B.C.	2 25	2 50
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 25	3 00
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	4 25	5 50
Floridas, case	3 25	3 50
Cal. Navels	4 25	4 75
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums	....	5 00
Spanish Almeria, small bbl., 40 lbs.	7 50	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case	....	3 00
Grapefruit, Cuban, case	3 00	3 50
Lemons, Cal., case	5 00	5 50
Messinas, case	4 50	5 00
Pears—		
California, case	....	4 00
Pomegranates, case	....	4 50
Pineapples, Porto Rican	4 50	5 00

Cabbage in Good Demand; Some Potatoes Frozen

Toronto

VEGETABLES.—Cabbage has been in fairly good demand during the past week and an approach to a scarcity in this commodity is reported. The kind reaching the market is of fairly good quality. Most of the cabbage in the market at the present time is brought in from Quebec province. Some of the British Columbia potatoes have been reaching the market in frozen condition, the recent severe wintry weather having caught them in transit. A great many, however, are being placed on the market in perfectly good condition. New Brunswick potatoes are holding steady in price around $2.25 per 90-lb. sack. The New Jersey sweet potatoes are firmer in price and are quoted up as high as $2 per hamper. Parsnips are easier, being quoted 50c. down. Beets are also quoted 15c. down over the prices named last week. Mushrooms are firmer by 25c. per basket. Vegetables are reaching the market in rather limited supplies.

Artichokes, Cal. French, doz.	....	1 25
Beans, green string, hamper	5 50	6 00
Beets, bag	1 35	1 50
Brussel sprouts, quart	0 12½	0 13
Cabbage, barrel	2 00	2 50
Red, 27-lb. crate	....	1 50
Per pound	0 02½	....
Carrots, bag	1 25	1 35
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	....	4 75
Eggplant, each	0 25	0 30
Mushrooms, 6 qt.	2 25	2 50
Onions—		
Spanish, crate 120 lbs.	4 75	5 00
Spanish, small crates	1 65	1 75
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	3 50	3 75
Potatoes—		
New Brunswick, Delawares, 90 lb. sacks	2 25	2 35
Sweet, New Jersey, hamper	1 50	2 00
Ontario, 90-lb. bags	2 15	2 25
B.C., 90-lb.	2 10	2 15
Parsnips, bag	1 50	1 75
Watercress, 11-qt.	0 25	0 50
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 70	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 29. Jobbers have ceased to buy for the season, and it is the retailers' turn. Before many days the consumer will begin in earnest. For most things, prices are as high as, or higher than, a year ago. Prices on confectionery are high, and on imported goods like Christmas stockings, there is a scarcity. Some lines are missing altogether, Greek currants, for example; jobbers are substituting Australian currants, of good quality, at 18¾c lb. Many dealers will sell bulk seedless raisins instead.

SPECIAL BY WIRE

Winnipeg, Nov. 29. — Sugar suffered another slump to-day dropping ten cents on all grades. Flour also was weaker dropping thirty cents per barrel. All feeds showed a tendency to advance.

The following are some of the ups and downs in prices during the past week:—Eddy's matches are up; they have been going up since war was declared; the advance is 35-60c case, according to kind. Bluestone will advance soon, and will sell to the trade at 15c lb.; this is almost 100 per cent. higher than a year ago. On account of high corn market, brooms are going up. Prices to-day vary from $4.50 to $6.65, but it is almost impossible for a jobber to buy a broom today as low as $4.50.

With cheese up to 27c lb. people are still buying it. The sudden jump in canned goods, however, has affected the sale. A large Winnipeg packer has advanced his price on package coffee. As the California Raisin Association has withdrawn prices again, quotations on California seeded raisins will be higher for shipments after the first of the year. Knox's gelatine is now up to $1.65 per doz. Goodwillie's preserves are now quoted as follows:—Strawberry, $3.60; raspberry, $2.75; black currant, $2.75; pears and peaches, $2.75; red and black cherries, greengages and red currants, $2.40; blue and Lombard plums, $2.25 per doz.

Higher prices on Pride of Canada maple syrup are as follows:—Quart tins, $11.80 case; ½-gal. tins, $10.75; gallon tins, $10 case; pint bottles, $9.50; quart bottles, $11.30 case. A stiff advance on Crisco is said to be due. First patents are now quoted at $10.10. Millers predict an advance in bran to $27, and shorts and middlings to $29. No. 1 creamery butter was selling last week at 42c, but a 2c advance was expected.

Sugar Registered a Decline of 10c Per 100

Winnipeg

SUGAR.—The retailer is now paying $8.40 for standard granulated, a decline of 10c per hundred going into effect during the week. Refiners report little business being done. Various conditions have arisen to cause an easier market, all of which point to the proximity of the new crop.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 40
Extra ground or icing, boxes	9 25
Extra ground or icing, bbls.	8 95
Powdered, boxes	9 05
Powdered, bbls.	8 85
Hard lump (100-lb. case)	9 35
Montreal yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 26 lbs., per cwt	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 50
Bar sugar, bbls.	8 95
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 05
Icing sugar, boxes, 50s	9 35
H. P. lumps, 100-lb. cases	9 45
H. P. lumps, 5 lb. boxes	9 70
Yellow, in bags	8 10

Corn Syrup Holding in Steady Market

Winnipeg

SYRUPS.—All quotations are the same. On account of the corn market being firm, corn syrup is firm, but jobbers look for no advance. There is a scarcity of black strap molasses in 5-gallon wood pails.

(Continued on page 39.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 28.—Local retailers looked with favor on two reductions which took place in household necessities since last report. Flour declined thirty cents a barrel making the price now $10.30. The market still remains very shaky with a tendency to still further declines. The Provincial Minister of Agriculture estimates the value of Alberta wheat crop the year at ninety million dollars. Sugar declined 10 cents on Monday and now stands at $8.95 with an unsteady market.

Matches increased 50-60c per case. Rolled oats are quoted at $3.70. Cheese at 26c. Eggs have shown a tendency to advance, No. 1 selling at 45c and storage advancing to $11.50. Apples are easier $1.85 being the price. Sockeye salmon has shown quite a marked decline and is now quoted at $10.50.

EDMONTON:

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel		10 30
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s, basis		3 70
Rice, Siam, lb.		0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.		8 95
Cheese, No. 1, Ontario, large		0 26
Butter, creamery, lb.		0 41
Lard, pure, 3s, per case		12 30
Bacon, smoked backs, lb.		0 25
Bacon, smoked sides, lb.		0 26½
Eggs, No. 1		0 45
Eggs, storage, case		11 50
Tomatoes, 3s, standard case		4 80
Corn, 2s, standard case		3 20
Peas, 2s, standard case		2 90
Apples, gals., Ontario, case		1 85
Strawberries, 2s, Ontario, case		5 50
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 10
Salmon, finest sockeye, tall, case		10 50
Salmon, pink, talls, case		5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 28.—Sugar dropped ten cents rather unexpectedly yesterday. Flour remains the same although a slight drop is looked for. Sides of bacon are quoted at thirty-five cents. Matches are up thirty to sixty cents case. New bulk dates expected soon will probably sell at fourteen cents pound. Standard peas are offered at two ninety-five, corn at three ninety. Cheese keeps gradually climbing higher. It is now quoted at twenty-six and a quarter. Lentils, peanut butter, Crisco, Bon Ami, and sheet gelatine are some of the lines that have advanced this week. Prunes are also tending upwards, and another advance in canned milk in the near future would not be unexpected. Chinese eggs have been offered lately at $9.50 per case.

CALGARY:

Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s		5 30
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		3 55
Rice, Siam, cwt.		4 75
Sago and Tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 85
Cheese, No. 1 Ontario, large		0 26¼
Butter, creamery, lb.		0 44
Lard, pure, 3s, per case		12 60
Bacon, smoked backs, lb.		0 24
Bacon, smoked, sides, lb.		0 25
Eggs, new-laid, doz.		0 45
Eggs, storage, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case		3 9
Peas, 2s, standard case		2 95
Apples, gals., Ontario, case		2 50
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 25
Salmon, finest sockeye, tall, case		12 00
Salmon, pink, tall a,cse	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 28.—Theshing throughout Saskatchewan is nearing completion and winter is setting in, snow having fallen in many districts. Sugar decined 10c on Nov. 27, being now quoted at $8.74. Butter advanced sharply, No. 1 creamery now commanding 46 cents. Eggs are 2c higher, 47c being asked for strictly new laid. Lard has jumped from $12.00 for threes to $12.70. Crisco also advanced 35c being now quoted at $7.70 per case. Cottolene is up ½ a cent. New prices on St. Charles milk are: family size $4.90; hotel size $5.30. Matches are from 40-60c per case, higher prices ranging from $3.45 to $6.80 per case. Flour remains firm at $10.70. An advance is expected to tapioca. Dates are priced 12c per pound bulk.

REGINA:

Beans, small white Japan, bush.		5 10
Flour, No. 1 patents, 98s, per bbl.		10 70
Molasses, extra fancy, gal.		0 71
Rolled oats, bails		3 95
Rice, Siam, cwt.		4 35
Sago and tapioca, lb.		0 08½
Sugar, pure cane, granulated, cwt.		8 74
Cheese, No. 1, Ontario, large		0 28
Butter, creamery, lb.		0 46
Lard, pure, 3s, per case		12 70
Bacon, smoked backs, lb.		0 28
Bacon, smoked sides, lb.		0 30
Eggs, new laid		0 47
Eggs, storage, No. 2		0 40
Tomatoes, 3s, standard, case		4 35
Corn, 2s, standard, case		3 55
Peas, 2s, standard, case		2 88
Apples, gals., Ontario		2 10
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 25
Peaches, 2s, Ontario, case		3 95
Salmon, finest sockeye, tall, case		12 00
Salmon, pink, tall, case		6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B. Nov. 28.—There are few marked changes on the New Brunswick market, but the general tendency seems to be upwards. Sugar is a noteable exception.

It showed first decline in long time on Monday when prices fell off ten cents. Current quotations are:

Standard $7.75 to $7.80; No. 1 yellow $7.55 to $7.60.

New buckwheat flour made its first appearance on market this week and is quoted $5.75 to $6 per 100 pound bag.

There are few other changes this week but all lines preserve steady upward tendency. Lard is firmer with pure at 22 to 22¼ and compound at 17¾ to 18. Net result of flour changes is increase with Manitoba at $11.50 and Ontario at $10.55.

Molasses after remaining steady at high level for considerable time shows another increase to 62 cents. Cream tartar has jumped three cents now 42 to 45. Evaporated apples higher at 11 to 11½.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba		11 50
Ontario		10 55
Cornmeal, gran., bbls.		7 50
Cornmeal, ordinary, bags		2 50
Flour, buckwheat, 100 lb. bag	5 75	6 00
Molasses, extra fancy, gal.	0 60	0 62
Rolled oats, bbl.		8 50
Beans, white, bush.		7 00
Beans, yellow-eyed		7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 95	8 00
United Empire	7 85	7 90
Bright yellow	7 75	7 80
No. 1 yellow	7 55	7 60
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 23½	0 24
Butter, dairy, per lb.	0 38	0 40
Lard, pure, lb.	0 22	0 22¼
Lard, compound	0 21½	0 22
Beef, corner, 1s	3 00	3 50
Pork, American clear, per bbl.	40 00	45 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid		0 50
Eggs, storage	0 40	0 42
Tomatoes, 3s, standard case		4 70
Corn, 2s, standard case		3 50
Peas, 2s, standard case		2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75
Salmon, Cohoes, case		9 00
Salmon, Chume	4 50	4 75
Sardines, domestic, case		4 60
Cream tartar	0 42	0 45
Currants, lb.		0 21
Raisins, choice, lb.		0 11½
Raisins, fancy, lb.		0 12
Raisins, seedless, lb.		0 15
Prunes, 90-100, lb.		0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 22	0 23
Evaporated apples, lb.	0 11	0 11½

Evaporated apricots, lb.		0 21
Pork and beans, case	1 50	1 80
Fresh Fruits and Vegetables		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	6 00	6 50
Lemons, Cal., box	7 50	8 00
Oranges, Cal., box	5 00	6 50
Grapes, Malaga, keg	7 00	8 00
Grapefruit, each	0 05	0 05½
Potatoes, bbl.		3 75

FLOUR AND CEREALS

(Continued from page 40.)

is the only commodity that is quoted at easier prices during the week, a decline of 2c per bushel being registered there.

Mill Feeds—	Per	ton
Bran	31 00	32 00
Shorts	33 00	35 00
Special middlings	36 00	40 00
Feed flour, per ton	51 00	53 00
Ontario oats, cutside points	0 64	0 66

Flour Market Very Uncertain

Winnipeg

FLOUR AND CEREALS.—Following a recovery of the wheat market, first patents advanced to where it was a week ago—$10.20 per bbl., but later declined 10c to $10.10. The wheat market has been fluctuating considerably lately. It looks as if the larger buyers are simply hammering the market down occasionally to get in on the breaks. The demand from the retail trade in the West for flour continues good, and Eastern mills also report a good demand. Rolled oats are still selling on a basis of $3.20 firm, and some millers talk of a further advance owing to the high cost of oats, and the premium they have to pay for good milling oats. Package oats are bringing $4.10. Cornmeal and oatmeal remain about the same. Feeds continue firm; in fact, some mills have made a slight advance, which is preparatory to a general advance amounting to about two dollars per ton. This will bring the price of bran to $27, and shorts and middlings $29.

Flour—	
First patents, 98 lb. sacks, per bbl.	10 10
Second patents, 98-lb. sacks, bbl.	9 70
Strong bakers, per bbl.	9 60
Rolled oats, 80 lbs.	3 20
Rolled oats, packages, case	4 10
Bran, per ton	27 00
Shorts	29 00
Crushed oats and barley, ton	47 00

WEEKLY MARKET REPORTS

(Continued from page 37.)

Australian Currants Are of Good Quality

Winnipeg

DRIED FRUITS.—All markets very firm, and as far as jobbers are concerned all buying is over for the season. Jobbers have bought at comparatively low prices, and retailers will be able to buy to-day to better advantage than they will be able two months from now. Take the case of raisins; on account of rain in California, the Raisin Association withdrew their prices, and the second prices were considerably higher; these have now been withdrawn, and the association is now only taking orders subject to what they may be able to offer later. That, however, will not affect the retailer just now, as there will be lots of raisins for Christmas. Cluster raisins from Europe have arrived this week. They are a little late, and are a shade higher than last year. Crystallized cherries are selling as follows:—1-lb. boxes, 86c; ½-lb. boxes, 44c; bulk, 67¼c per lb.; glassy cherries, ½-lb. boxes, 33c box; 1-lb. boes, 64c per box; bulk, 63c per lb. Evaporated loganberries in 8 oz. packages are arriving. This is a new dry fruit, or rather was new last year. It had a good demand for a new line, as it has splendid food value for pies. These are selling from 16c to 17½c per packet. Greek currants being so expensive and hard to get at any price, the trade are being offered Australian currants for the Christmas trade. These are being brought in via Vancouver.

Dried Fruits—	
Apples, evaporated, 50 lb. boxes, lb.	0 09¼
Pears, choice, 25's	0 11¾
Apricots—	
Choice, 25's	0 18¾
Choice, 10's	0 19⅞
Peaches—	
Choice, 25 lb. boxes	0 08¾
Choice, 10 lb. boxes	0 09⅞
Currants—	
Fresh cleaned, Australian, lb.	0 18¾
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 12 oz. pkgs.	0 09
Raisins, California—	
16 oz. fancy seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 08¾
Raisins, Muscatels—	
3 crown, loose, 25's	0 09¼
3 crown, loose, 50's	0 09
Raisins, Cal. Valencias	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08¾
Prunes—	
90 to 100, 25s	0 07¾
40 to 50, 25s	0 10⅝
Peels—	
Orange, lb.	0 20½
Lemon, lb.	0 19½
Citron, lb.	0 24

All Cereals Are in Firm Market

Winnipeg

DRIED VEGETABLES.—All cereals rule high. The barley market being high, pot and pearl barley are realizing very high figures; pot brings $4.40 for 98's, and pearl $6 for 98's The bean market is still very high, but retailers can still buy at reasonable figures. Japanese hand-picked can be got as low as $4.75 per bushel, but jobbers could not begin to buy them at that figure to-day. On account of the high price, the demand for beans is not what it was.

Beans—		
Japanese, white beans, bushel	4 75	5 30
Manchurian, bushel	4 25	4 50
California Lima Beans—		
80-lb. sacks	0 07½	0 08¼
Barley—		
Pot, per sack, 98 lbs.		4 40
Pearl, per sack, 98 lbs.		6 00
Peas—		
Split peas stck., 98 lbs	5 50	5 75
Whole peas, bushel		3 30

Big Contract Placed For Rice Recently

Winnipeg

RICE.—There was a big contract placed here recently for rice. It is one commodity of excellent food value which is selling at comparatively low price. In the primary markets, tapioca and sago have advanced 25c per cwt.

Rice and Tapioca—		
No. 1 Japan, per lb., 100-lb. bags		0 04½
Siam, per lb., 100 lb. bags		0 04
Patna, per lb., 100 lb. bag		0 07¼
Carolina, per lb., 100 lb. sacks		0 08¼
Sago, pearl, sacks, per lb.	0 06½	0 08
Tapioca, pearl	0 08	0 09

High-Priced Canned Goods Stopping Sale

CANNED GOODS.—It is reported that the high prices being quoted for canned goods, and the circulation of reports among consumers that these prices are unusually high, is curtailing consumption. Dealers state that when a line of groceries is advanced quickly, that a reaction takes place; and this is what has taken place with canned goods. On the other hand, many retailers are stocked up with low-priced goods, which helps them to use them as leaders. This has the effect of leading consumers to believe that the price some dealers are asking is exorbitant. Much the same situation exists in the wholesale market; those jobbers who have large stocks of old crop goods are evening things up, and asking a comparatively low price for all canned goods.

Fish Hold Steady Decline in Fowl

Winnipeg

FISH AND POULTRY.—Fish of nearly all kinds is scarce, and it will be a few days before weather is cold enough to bring in frozen fish from the Atlantic in large quantities. Halibut especially is very scarce. There is no fresh salmon here, and frozen is being offered at 15c. Fresh cod has gone, and frozen cod is bringing 10c. Kippers, which were up to $2.25 per box, are now $2. Recipts of chickens and fowl have been exceedingly heavy, resulting in a marked decline in prices. Wholesalers are paying 15c for chickens and 11c to 13c for fowl. Dressed chickens are selling to the city trade at 22c, fowl 20c, and ducks 24c. Turkeys are very firm, and are bringing 30c.

California Lines Coming in Freely

Winnipeg

FRUIT AND VEGETABLES. — In vegetables there does not seem any indication of a decline just now. California lines are coming in freely, but are holding firm. California cauliflower is rather scarce, and is bringing $2 to $2.25 a doz. Head lettuce from the same State is worth $1.25 per doz., or $4.50 per crate. California celery is arriving in large sizes just now, and worth $1.25 per doz. Sweet potatoes, if anything, are a little dearer, selling from $5 to $5.50 per bbl. Dealers do not see signs of oranges or lemons going any higher just now. Grapefruit is down to $5 per case. Malaga grapes range from $7.50 to $10.50 per keg. Casaba melons are in from California at $2.50 per doz.

FLOUR AND CEREALS

Continued Firmness In Flour Expected

Feeds Are Particularly Firm, and in Very Strong Demand With Deliveries Difficult.

Montreal

FLOUR AND FEEDS.—As indicated by last week's report, flour in response to the wheat market, firmed up in price, and at the time of writing prices are thirty cents higher per barrel than they were quoted last week. This firmness in all practical market opinion is here to stay. There may be fluctuations in flour prices, but they will be fleeting. The world is waking up to a grim realisation of the fact that wheat is woefully short this year, and that higher flour prices must simply be faced. Short of something unusual affecting conditions which are themselves unprecedented, wheat will still soar towards the time of the new crop, and flour will emulate the flight of wheat. Feeds are firmer than ever, and to-day's prices may all be subject to variation upwards if demand keeps as it seems to be trending now. Millers are limiting supplies for it is impossible to deliver the goods fast enough to meet the demand, or in the quantities desired. Some purchasers are willing to pay, and are paying higher prices for feeds than are here quoted, but that is for exceptional delivery where this can be secured. Winter wheat prices remain as quoted last week, the movement in this line having been quieter.

	Car lots	Small lots
Manitoba Wheat Flour		
First patents	10 30	....
Second patents	9 80	....
Strong bakers	9 60	...
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 50
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	46 00	50 00
Fed oats, per bushel	....	0 78

CEREALS STEADY, BUT BARLEY IS SCARCER

Montreal

CEREALS.—Demand for all kinds of cereals is exceedingly good at present, and prices of those quoted which depend on the wheat market will be found higher this week in response to the general firmness of wheat. Barley also is scarce and higher in price than last week's quotations showed. For pot barley $5.75 was being asked for 98 lbs. and one large firm of wholesalers were out of stock as regards pearl barley. Oatmeal and the oat produced cereal breakfast foods were all in brisk demand and firm at prices recently quoted.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	....	5 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 30
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	....	5 05
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 10
Oatmeal, granulated, 98 lbs.	....	4 10
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 75
Rolled wheat, 100-lb. bbls.	....	4 10
Rye flour, 98 lbs.	....	3 70
Whole wheat flour, 98 lbs.	....	5 05
Wheatlets, 98 lbs.	....	5 30

Flour Went Up 10c. Dropped Back 30c.

Weakness in Wheat Market During Week Sent Flour Down After Having Reached High Level— Wheat Erratic

Toronto

FLOUR.—Flour has been in an uncertain market during the past week, due to the vagaries of the wheat market. On November 22, cash wheat at Winnipeg was sold at $2.05 per bushel and the following day flour was advanced to $10.50 in car lots. With some of the mills an advance of 20c had been made at the close of the market on the previous day when cash wheat sold for $2.01. On Thursday of last week the wheat market began to sag and registered a decline of 4c. It held steady on Friday and then took a big tumble of 11½c on Saturday. On Monday of this week cash wheat at Winnipeg was still easier and was quoted down a half cent over Saturday's close. On Tuesday the market closed 1c down at $1.88½. At ths point the flour mills sent flour downward for a 30-cent decline, which makes the price $10.20 in car lots and $10.40 in small lots. The bearish influence in the wheat market presumably came from Chicago where an embargo placed on wheat shipments by the railways to seaboard towns to give a chance to relieve congestion there had effect of hammering prices down. At the time of writing the flour market is holding uncertain with the market in wheat apparently unsettled. Demand for flour has not been as heavy in the face of the decline in the price of bread of 1c per loaf. Domestic trade through grocery stores has fallen and there is a heavier demand for bakers' bread. In Ontario winter wheat flour the quotations remain unchanged but there is a weakness in the market due to the decline in wheat. If declines in wheat hold, there will in all probability be a decline in Ontario winter wheat flour also.

	Small lots per bbl.	Car lots of 2 bags
Manitoba Wheat Flour—		
First patents	10 40	10 20
Second patents	9 90	9 70
Strong bakers	9 70	9 50
Ontario Winter Wheat Flour—		
High patents	9 30	....
Second patents	9 10	8 80

BARLEY PRODUCTS ARE QUOTED UP IN PRICE

Toronto

CEREALS.—Both pot and pearl barley registered increases in price during the week of 50c per 98-lb. sack. Ontario beans are also firmer and are now quoted up as high as $6.50 per bushel. Graham flour, whole wheat flour and wheatlets registered declines in sympathy with the easier flour market. Standard oatmeal was quoted up as high as $4.25 during the week and granulated oatmeal was sold at the same figure. Rolled oats were also up in certain quarters, an increase of 10c being noted. In the present condition of the grain market oat products are not in firm market and declines are not improbable.

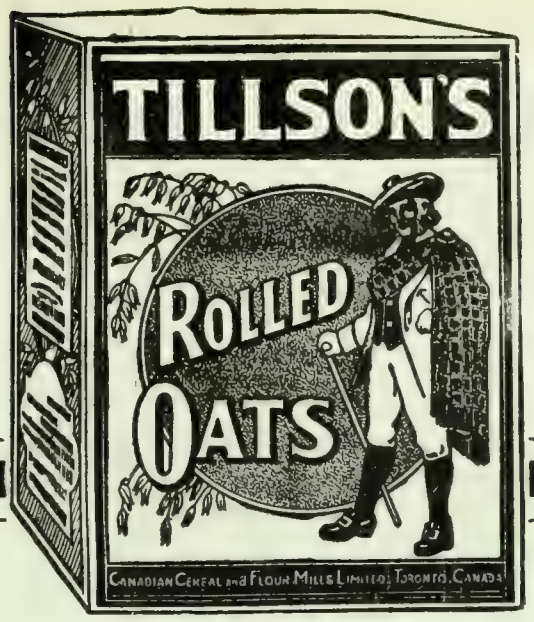
Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 00	6 50
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 85	4 90
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 25
Oatmeal, granulated, 98 lbs.	3 95	4 25
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 85	3 95
Rolled wheat, 100-lb. bbls.	....	5 75
Rye flour, 98 lbs.	....	4 20
Whole wheat flour, 98 lbs.	4 85	4 90
Wheatlets, 98 lbs.	5 10	5 20

MILLFEEDS HOLDING IN STEAL MARKET

Toronto

FEEDS.—There was a steadiness in all mill feeds during the week. Although there was a weakness in the wheat and grain markets during the week the demand for feeds has operated to hold at present levels. There is evn a firmness in the market. Ontario oats

(Continued on page 39.)



This sales-getting premium will boom your business

Every 25c. package of Tillson's Rolled Oats contains a premium.

Quality, then Price—that's Tillson's.

Our prices are always lowest, consistent with the highest quality.

Order Your Fall Supply To-day.

Tillson's Oats

Canadian Cereal & Flour Mills Co., Limited
CABLE ADDRESS: "CANCEREAL," TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Pure Lard Is Up 1 Cent Per Lb.

Montreal—

PROVISIONS.—Demand for pork and pork products was reported remarkably good considering the time of year, and supplies quite plentiful with quality average. Live hogs were selling at from $11.75 to $12 per 100 lbs., and dressed at $16.50 to $16.75 at the beginning of the week, with the outlook not greatly towards higher prices, but a possibility of this trend, nevertheless. An advance in pure lard of one cent a pound will be noticed this week, otherwise prices of provisions are the same as they were last week. Demand for all provisions is very good at present, with American Thanksgiving Day in prospect.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb	0 20¾	0 21
Tubs, 60 lbs.	0 21¼	0 21½
Pails	0 21½	0 21¾
Bricks... 1 lb., per lb	0 22½	0 22¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

TURKEYS COME INTO SPECIAL DEMAND.

Montreal—

POULTRY.—Since the arrival of cold weather less live poultry and more dressed birds have featured in arrivals on the market. Chickens and fowls are plentiful. Ducks and geese are starting to come freely. Owing to American Thanksgiving Day there has been a brisk demand for turkeys, and it is expected that there will be a great local demand for these even after this week is over. Dealers are busy putting away stock into cold storage even at the present high prices. Farmers are once more warned not to market their poultry until it is well fed, as there is still a good deal of poor poultry arriving.

Fowl—		
Chickens, milk fed, coop, fattened, lb.	....	0 20
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 17	0 20
Young ducks	0 14	0 16
Live ducks, old	....	0 11
Turkeys (old toms, dressed), lb.	....	0 25
Turkeys (young)	0 26	0 27

EGGS SHOW GREAT PRICE INCREASE.

Montreal—

EGGS.—An immense difference exists between the receipts of eggs in Montreal for the week ending Nov. 25th, 1916, and the corresponding week of 1915. This year's figures are 33,638 cases. Last year's were 9,497 cases. The difference is declared to be entirely due to export trade. Eggs are very much more expensive this week. New laids are at 60-70 cents per dozen. The formerly fabulous "six-cent egg" is a very present reality from the retail point of view. All other grades are up in price.

Eggs—		
New laid	0 60	0 70
Selects	....	0 42
No. 1	....	0 39

CHEESE PRICES UP BY TWO CENTS A LB.

Montreal

CHEESE. — Tremendous export trade in cheese has set prices up to high levels. Prices keep remarkably firm. Some little irregularity in the markets was observed with a shade of weakening due to something like satiety of the markets in England, but prices to retail took a strong upward movement, the advance being two cents per pound over quotations of last week. Cheese receipts in Montreal were 38,340 boxes for the week ending Nov. 25, as compared with 27,133 boxes for the corresponding week last year.

Cheese—		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	....	0 26
Stilton, per lb.	....	0 28
Fancy old cheese, per lb.	....	0 28

BUTTER UP A CENT OVER LAST WEEK.

Montreal

BUTTER.—It is near the end of the productive season in the country, and qualities of the new churnings are said to show some inferiority now. Nevertheless high prices are being obtained at the country boards where sales are still made. From 42½ to 44 cents are average prices in the country. Prices to retailer have gone up a cent a pound, as quoted below. Arrivals of butter in Montreal are still in advance of the arrivals for this time last year, the exact amount being 6,607 pkgs. for the week ending Nov. 25, as compared with 4,382 for the corresponding week last year.

Butter—		
Creamery, prints	....	0 45½
Creamery, solids	....	0 45
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lb., in tubs	0 38	0 40

HONEY KEEPS IN EASY TONED MARKET.

Montreal

HONEY.—If butter goes much higher many people will take to honey as by far the cheaper food. Already honey is about one-fourth the price of butter per pound, and demand for the sweet product is quite steady. Honey prices remain unchanged this week, there being no special activity of market in this line.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 11	0 12
Clover, 60-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Trade In Lard Active for Week

Some Firms Have Sold Out for Almost Entire December Production—Hogs are Firmer—Dressed Slightly Easier

Toronto

PROVISIONS.—There has been a good demand for pure lard and compound lard during the week. One large concern reports they have sold out almost their entire production for the month of December. The demand is attributed to the fact that people are spending more money for the delicacies in which lard is used as a shortening. Live hogs are slightly firmer in price by 15c per 100 pounds during the week. They have been coming along only in fair supply. Dressed hogs, on the other hand, are selling 50c easier per hundred. Last week the hogs were of a smaller size and packers were ready to dispose of them at easier prices. Cooked meats of all kinds have held steady.

Hams—		
Medium, per lb.	0 24	0 245
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	....	0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 20¾	0 21
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	16 00	16 50
Live, off cars		11 15
Live, fed and watered		10 90
Live, f.o.b.		10 40

DEMAND FOR BUTTER FOR SOLDIERS' BOXES

Toronto

BUTTER.—There has been a heavy demand for butter recently, and commission men are of the opinion that much of it is being used in the cooking that has been going forward to soldiers at the front for their Christmas boxes. For this season of the year the demand is reported exceptionally heavy. It reminded dealers of the Christmas demand. Butters are all up 1c per pound in consequence of the big demand and the decreasing supplies.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

NEW-LAID EGGS ARE QUOTED UP ANOTHER 5c

Toronto

EGGS.—With strictly new-laid eggs arriving in no better quantities than last week, and the demand still keeping up, there has been a corresponding firmness in the market. They are accordingly quoted up 5c per dozen. Selects, on the other hand, are up 3c per dozen. The demand for eggs has been heavy during the week.

Eggs—		
New laid, cartons	0 60	0 65
No. 1 storage, ex-cartons	0 42	0 43
Selects, extra	0 45	0 46

CHEESE PRICES AT FACTORIES LITTLE EASIER

Toronto

CHEESE.—Cheese at producing points was a trifle easier during the week at some of the factories. This is accounted for by the fact that cold weather cheese is considered hardly as desirable in quality to summer and fall cheese. Prices for the new large have been firmer, and are quoted up ½c per pound.

Cheese—	Per lb.
New, large	0 25½ 0 26

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

GEESE ARE PLENTIFUL; CHICKENS POOR QUALITY

Toronto

POULTRY.—Spring chickens have been reaching the market in fairly good quantities, but commission men have found it rather difficult to grade them up, as there was such a range in size and degree of fitness for market. Geese have been coming in fairly good quantities, and the quality of these is good. Prices are up 2c per pound for both live and dressed. Spring chickens are quoted down 1c from those of last week. Old hens are also down 1c per pound, and young ducks are a trifle firmer by 1c per pound. Turkeys have not commenced to reach the market in any quantities as yet. Prices for turkeys hold firm.

	Live	Dressed
Spring chickens	0 13	0 17
Hens, over 4 lbs.	0 15	0 16
Hens, under 4 lbs.	0 10	0 13
Old roosters	0 10	0 14
Young ducks	0 13	0 17
Old ducks	0 10	0 14
Geese	0 11	0 15
Young turkeys (8 and 9 lbs. each)	0 21	0 25
Young turkeys (over 9 lbs. each....)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

FIRMNESS IN HONEY OWING TO DEMAND

Toronto

HONEY.—There has been a fairly good demand for honey during the week, and some commission men intimate if the present demand keeps up there is a possibility that prices will go higher in the near future. On the other hand, some commission men express the opinion that honey is already high-priced, and that the consumption will not be materially increased. Prices held firm during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 12¾	0 13
60-lb. tins	0 12	0 12¼
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09½	0 10

Prices Have Dropped On Live Hogs

Winnipeg

PRODUCE AND PROVISIONS.—The run of live hogs was a little heavier the latter part of last week, and prices have dropped 15c per cwt. as a result, making selects $10.35. Receipts should show a gradual improvement from now on, and because of the tendency in outside markets, the trade may look for a drop in prices. Provisions quotations are practically unchanged, and prices remain firm. The demand has been steady all week. Lard, both pure and compound, has taken another jump, pure today being quoted on a basis of 20½c for tierces, and compound 16¼c. Higher prices on lard are anticipated, especially on compound, because of the high prices being quoted on cotton seed oil. There is a marked scarcity of edible fats. The creamery butter market is still firm; the outside demand has not been exceptionally active, but sales of No. 1 Government graded stock could be made at 43-43½c. Western stocks are no more than sufficient for local requirements, and the make is practically nil. Prices to the city trade are the same, but a 2c advance is expected this week. To-day's price for No. 1 in cartons is 42c. There is very little dairy butter offering. Eggs—In view of the radical advance in American eggs of 4c per doz. last week, and a record exportation, our market is very firm, with an active Eastern demand. Quite a few cars have gone East from the market. The prices last week-end to the city trade were 39c for No. 1 candled, and 42c for selects in cartons. Cheese—There has been a further advance. Some of the Eastern boards sold as high last week as 25c, which means a delivered cost here of 26c. Thus the trade here were paying 26c for large and 26¼c for twins.

Hams—		
Light, lb.	....	0 25
Medium, per lb.	....	0 23
Large, per lb.	....	0 21
Bacon—		
Breakfast, per lb.	....	0 24
Breakfast, select, lb.	....	0 27¼
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	....	0 16½
Barrelled Pork—		
Mess pork, bbl.	....	30 00
Lard, Pure—		
Tierces	....	0 20
20s	....	4 10
Cases, 5s	....	12 52
Cases, 3s	....	12 60
Lard, Compound—		
Tierces	....	0 14½
Tubs, 50s, net	....	7 36
Pails, 20s, net	....	3 65
Butter—		
Fresh made creamery, No. 1 cartons	....	0 42
Best dairy	....	0 38
Fresh Eggs—		
New laids	0 45	0 50
Extras, in cartons	0 40	0 42
Cheese—		
Ontario, large	....	0 27

JAMAICA HURRICANE DESTROYS BANANA CROP ON ISLAND

One reason that has caused bananas, always considered the poor man's food, to maintain its present high prices, is the depleted crop due to the recent hurricane in Jamaica.

According to the consular reports, the damage done was very severe, the percentage of loss is estimated as follows: Bananas, practically 100 per cent.; ground provisions, 50 per cent.; cocoanuts, 40 per cent.; cocoa, 25 per cent.; other fruits, 15 per cent.; sugar cane, 5 per cent.

Jamaica has always been one of the heaviest shipping points for bananas and the Jamaica banana is probably the most familiar of the varieties sold in Canada. Jamaica is the nearest of all the banana-producing centres. Both the United Fruit Co. and the Atlantic Fruit Company, the two largest banana handling companies on the continent, as well as several smaller companies, have always done an extensive business on the island, and the disorganization due to the unexpected total loss must of necessity help to keep prices up.

RETAILERS BUY OUT BAKERY

The North-End Retail Merchants' Association, Winnipeg, headed by Joseph Vogel, with M. Feinstein, grocer, has purchased the Buckwold bakery in the North-end, and will operate it from to-morrow as a co-operative institution. One hundred retail merchants and small, storekeepers of the North-end went in on the deal, each putting up $10 to make the initial payment, which included payment for the delivery horses. The Association will supply its own members with bread at the lowest posible price for sale in the stores. Deliveries will also be made to houses, and the price, six cents per loaf, will be maintained.

Which will you have?

Which tea do you honestly consider the best selling proposition to connect up with—the tea whose own delicious goodness has created for it a **steady, continuous demand** without the aid of consumer advertising or the tea whose reputation has been built very largely on consumer publicity?

When you sell **MINTO** you are selling a tea the present huge demand for which is a striking proof of its inimitable quality, a demand built absolutely on its own sterling merits, without the aid of consumer advertising.

The elimination of this expense enables us to give the consumer a better tea, and, to make the proposition still more attractive, we enclose in every package the amount of money it would take to advertise it direct. Get that—**Money and Quality in every Package.**

Just try Minto. You will find it a splendid seller and the profits are good.

Minto Bros., 284 Church St., Toronto

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

If any advertisement interests you, tear it out now and place with letters to be answered.

Take the Ladies into Partnership

Let them help you in an advisory capacity. Sell extracts from the ladies' point of view.

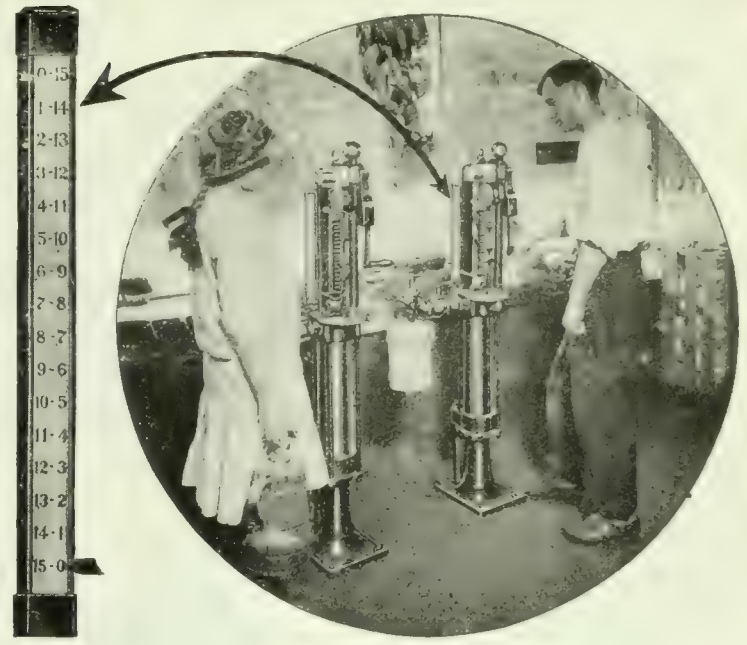
Fifty per cent more strength than government requirements appeals to them, and confirms their good opinion, formed by thirty years experience with

Shirriff's True Vanilla

Do not sell inferior artificial vanilla when Shirriff's invariably makes friends of the most exacting customers.

Why not run your eye along the shelves now and send in the order for True Vanilla and any other flavors you need?

Imperial Extract Co.
TORONTO



Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

BOWSER ESTABLISHED 1885

Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

S. F. BOWSER & COMPANY, Inc.
Engineers, Manufacturers and Original Patentees of Oil Handling Devices
TORONTO ONTARIO
Sales Offices in all Centres — Representatives Everywhere.

If any advertisement interests you, tear it out now and place with letters to be answered.

The market information supplied by the California Fruit Growers Exchange to its 8,000 members is largely responsible for the generally satisfactory distribution of California citrus fruits.

Markets are now seldom oversupplied or undersupplied. Distribution is uniform. If the growers were not informed of the condition of the various markets there would be little profit to the trade in handling oranges and lemons, because markets would be glutted and starved, alternately, and no jobber or retailer could buy with the assurance that he could sell at a profit —no matter what he paid.

This service is only one of several services performed by the Exchange for the benefit of itself and of the entire fruit trade. Through national advertising it has increased the consumer demand for all citrus fruits — but particularly for Sunkist—and through its Sales Department it enables dealers to get the full benefit of this increased demand.

Free store cards and window displays that help to sell Sunkist fruit will be sent to dealers from any of our branch offices upon request.

A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber or write our nearest office.

California Fruit Growers Exchange

A non-profit, co-operative organization of 8,000 growers

MAIN OFFICE: LOS ANGELES, CALIF.

Canadian Offices:

Calgary, Alta. Toronto, Ont.
Montreal, Que. Vancouver, B.C.
Regina, Sask. Winnipeg, Man.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Apricot	$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	
Family, Plain, ... doz.; Family, Tomato Sauce, ... doz.; Family, Chili Sauce, ... doz.; 3's, Plain, Flats, Aylmer only, ... doz.; 3's, Tomato Sauce, Flats, Aylmer only, ... doz.; 3's, Chili Sauce, Flats, Aylmer only, ... doz.; 3's, Plain, Tall, ... doz.; 3's, Tomato Sauce, ... doz.; 3's, Chili Sauce, ... doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), ... doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12½
30's Tin or Wood, one pail only, per lb.	0 12½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

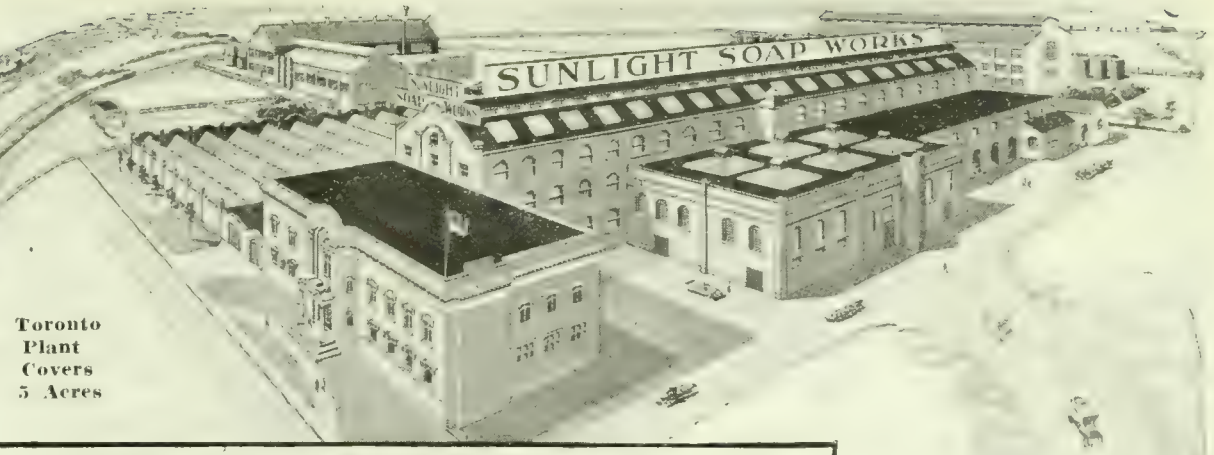
CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



Toronto Plant Covers 5 Acres

From the Sunny South to the Sunny Shop

From Lever Brothers' vast Plantations in the South Seas by their own fleet of steamers come the magnificent raw materials that enter into

Sunlight Soap

guaranteeing a soap of the utmost purity even in these days of scarcity and dilution of raw materials.

To ensure the best materials for Soap-making, Plantations must be cultivated in tropical countries where generous nature radiates with lavish hand the life-giving rays of Sunlight. To ensure the best materials for Sunlight Soap our labours in tropical lands have been unceasing, and to-day our Plantations bear witness to the generous return Nature makes to mankind in response to wholehearted endeavours.

The Sunlight $5,000 guarantee of purity stands —it convinces your "worth while customers."

Lever Brothers Limited

Toronto

Lever's Pacific Plantations in the South Sea Islands.

HAMS

Hams are cheaper than either Breakfast or Back Bacon. We have them Smoked for either Boiling or Frying. We have them Pickled for Boiling only. We have them also cooked ready to serve and we have them fresh for roasting. Small, Medium and Large in Size. Let us have your order for them.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 00
Jersey Brand, Tall, each 48 cans	5 00
Peerless Brand, Tall, each, 48 cans	5 00
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

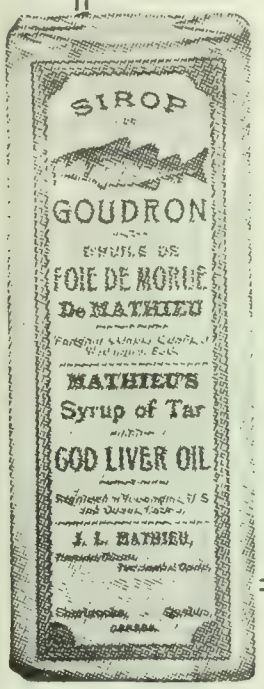
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED. MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.25; 2s, $7.25; 6s, $22.
Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.25.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

MR. CLERK
YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it **bringing you** any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of **clerks** throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no **obligation,** we'll be glad to tell you all about it. Drop us a line **To-Day.**

The MacLean Publishing Co.

Dept. C.G. 143-153 University Ave.
Toronto Canada

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.

HAMILTON and WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

OUR BEST SELLER

STERLING TOMATO CATSUP

Here's the latest addition to the "Sterling" family, a pure, high-grade Tomato Catsup absolutely free from Artificial Coloring or any Preservative whatever—just the right idea to win the approval of particular people.

Try this new "Sterling" line. It's a good profit-maker.

T. A. LYTLE CO., LIMITED
STERLING ROAD TORONTO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12½c lb.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2. Individuals, 80c doz.
Pork & Beans, Tomato Sc., Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45. Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups. No. 1 assorted, $1.15.
Spaghetti with Tomato and Cheese, ½s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14⅛
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 20 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34¼
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .....$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval tith litho. dredge. 2½ oz Per doz
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

It will be to your advantage

TO LET

us have your Xmas order for

Oranges, Lemons, Grape Fruit
Almeria and California Grapes
Bananas, Nuts,
Oysters, Etc.

as early as possible. Price and quality right.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861 **GUELPH, ONTARIO**

Fish and Oysters

We are offering a large assortment of the various kinds of fish and would like your enquiries. Our stock and prices are right and the service the Best.

Trout, White Mackerel, Halibut.

SALMON, Cod, Haddocks, Shrimps, Haddies, Fillets, Bloaters, Ciscoes, pickled and dry salted fish.

OYSTERS
We can save you big money.

WHITE & CO., LIMITED
Wholesale Fruit and Fish
Toronto

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Merchants Baler

MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.

Order from your Jobber or:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

Mason & Hickey
287 Stanley Street,
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

Kindly mention this paper when writing advertiser

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THE Prices of most all Staples are continuously increasing; it is therefore very important for you to keep in touch with market conditions.

WE will gladly furnish you with the information you seek. This service is yours for the asking.

LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West **Montreal**

Ceylon Indian TEAS Japan China

We have now in store some of the best values secured in recent years.

We are advising our regular customers to place orders for their requirements for at least six months ahead at prevailing prices.

KEARNEY BROS., LIMITED

33 St. Peter Street **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEADing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

GENERAL STORE FOR SALE UP-TO-Date fixtures; in small village, on railway; postoffice in connection; a good chance. Apply Box 200 Canadian Grocer.

FOR NEW BEER EXTRACT HOP-MALT - within prohibition Law no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

EVERY MERCHANT WHO SEEKS MAXImum effieiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

LEGAL NOTICE

NOTICE IS HEREBY GIVEN THAT Swift & Company has obtained for Canada Patent No. 168736, in connection with a branding tool device, and the firm of Patterson & Heward, of Toronto, Ontario, is manufacturing this article and is prepared to supply the same to any person who may wish to purchase the same at a reasonable price. Any person, firm or corporation desiring to purchase this article will kindly communicate with Patterson & Heward, Toronto, Ontario.

FOR SALE

Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling.

Box 202, Canadian Grocer.

OAKEY'S KNIFE POLISH

WELLINGTON KNIFE POLISH JOHN OAKEY & SONS LONDON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Who esale Impo ers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of

"WASHCLEAN"

Gold Medal Labor Saver for Washing Clothes Without Rubbing

(2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO

When writing advertiser kindly mention that you saw his ad. in this paper.

FOR SALE

Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

St. Lawrence

Crystal DIAMOND Lumps

The Daintiest Sugar on the Market.

Every Lump the Same Even Size.

No Broken Pieces. No Waste.

Saves Money to the Merchant.

Gives Better Satisfaction to the User.

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 *Census, there are in Canada slightly over* 600,000 *English-speaking families.*

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 *FIVE ROSES Cook Books.*

P.S.—This does not consider the 410,000 *French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.*

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, DECEMBER 8th, 1916 No. 49

NO MORE EGGS (REQUIRED)
IF THIS HEN COULD TALK SHE WOULD TELL YOU
NO MORE EGGS (REQUIRED)
Harry Horne's
"DOUBLE CREAM"
CUSTARD POWDER
IS PUTTING HER OUT OF BUSINESS

THE CREAM OF THEM ALL

Harry Horne's Double Cream Custard Powder

THIS is the Custard that will satisfy the Highest and Best Class Trade in Canada. The quality is magnificent. The package in itself is handsome, and there is honest value in every package for the consumer.

Wholesale Distributors Wanted in Every Part of Canada.

THE HARRY HORNE CO.

Sole Manufacturers of
DOUBLE CREAM CUSTARD POWDER
Toronto :: :: Canada

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

Every time a customer is dissatisfied he loses a bit of confidence in his grocer. One of the strongest arguments for handling Chase and Sanborn's Coffees is that they are always good.

CHASE & SANBORN

MONTREAL

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Quality that's Made-in-Canada.

Better Profits

are knocking at your door

The opportunity to increase your winter profits, through specializing in the well-known Borden lines:

St. Charles

(Evaporated Milk)

and

Eagle Brand

(Condensed Milk)

is one which you cannot afford to overlook. Our systematic consumer advertising has introduced the merits of Borden Products to every community, so that the demand is already created.

Put a display of these two leaders on your counter—St. Charles (Evaporated) and Eagle Brand (Condensed) Milk. Draw your customers' attention to their all-round sterling merits. Emphasize their economy, particularly now, because of the high cost of milk.

Get Borden sales started and the repeat sales will surely follow.

Borden Milk Co., Limited

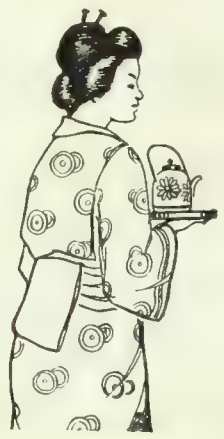
Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.

Grown, cured, packed and exported under the direct control of the Japan Tea Growers' Association, Japan Tea reaches you in all its natural purity and wholesomeness.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

Blazing the trail to the dealer's door. A "consumer" ad.

A well-planned National advertising campaign combined with an unequalled deliciousness and a matchless flavor have built up for JAPAN TEA a country-wide demand that grocers everywhere are benefiting from.

Introduce this natural green leaf to your customers. They will welcome its delicious, wholesome flavor and will become steady patrons after a first trial. Display a few packages where the housewife will notice them.

When filling the Christmas Order

don't forget to suggest the Flavoring Extracts that have stood the test of purity and excellence—

ROYAL SHIELD Flavoring Extracts

These high grade extracts have the quality that appeals, the quality that puts big money in your cash register through the "come back" business resulting from the first purchase.

If you are not yet acquainted with the selling possibilities of *Royal Shield Extracts*, it is worth your while to order a trial supply now. Display them well during the Christmas shopping weeks—the results will please you.

OTHER ROYAL SHIELD PRODUCTS

include Tea, Coffee, Jelly Powders, Spices, Baking Powder, etc. They are all dependable, quick sellers and "dead sure" repeaters.

You will find our service prompt and satisfactory. Individual attention given to your smallest requirement.

PUT US TO THE TEST.

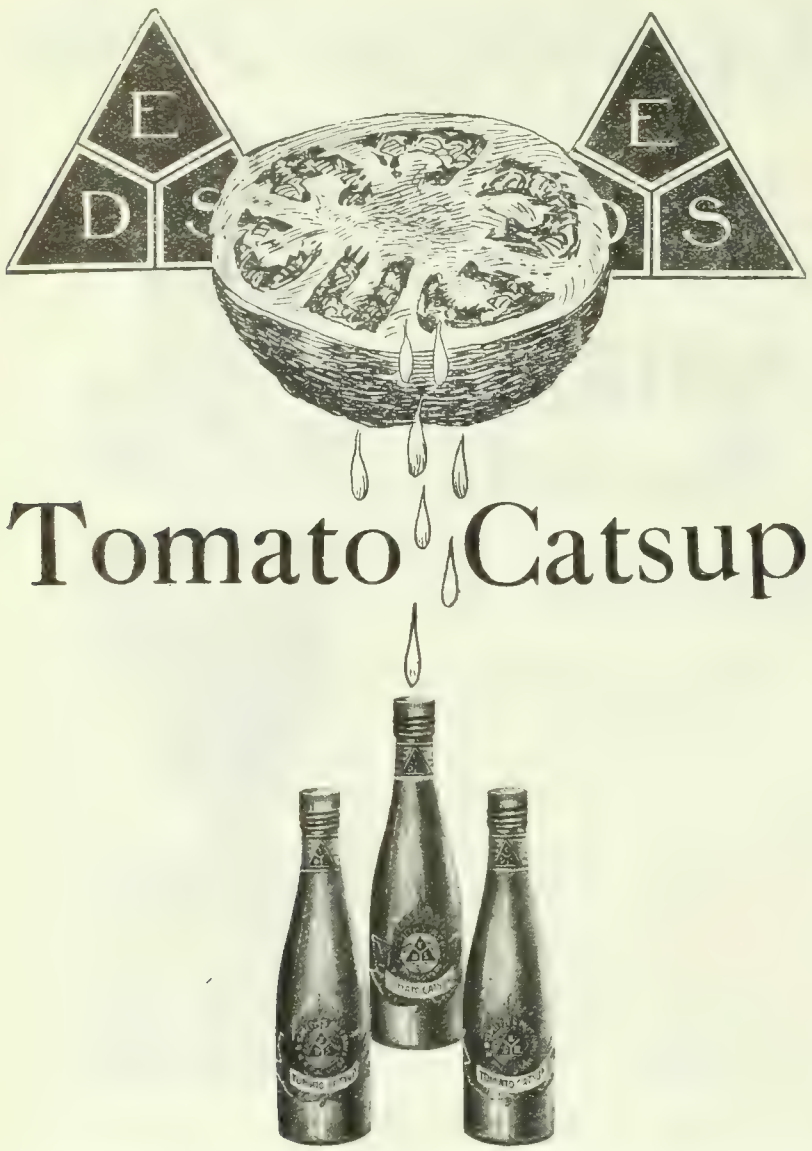
CAMPBELL BROS. and WILSON, LIMITED

Wholesale Grocers, Importers and Packers of Royal Shield Brand of Goods

Winnipeg

Branches: Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.



Tomato Catsup

with a country-wide reputation and sale

And it is a reputation founded upon the solid rock of high-grade quality, backed up by an extensive publicity campaign, which has made E. D. Smith Tomato Catsup a seller in every community in Canada.

The sale of E. D. S. Tomato Catsup has leaped ahead rapidly, because of its absolutely dependable high-grade quality.

The pulp of sun-ripened tomatoes. Pure and delicious to the last drop.

When you sell E. D. S. Tomato Catsup you can honestly recommend it, for back of every bottle is our rock-fast guarantee of absolute purity (no preservatives, no coloring, nothing but the pure pulp of fresh-picked, sun-ripened tomatoes and the finest spice and vinegar).

Order your supply now.

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

CLARK'S Mincemeat

We recommend for your consideration the following attributes of

CLARK'S MINCEMEAT

1. Careful selection of the purest and best materials.
2. Perfect balancing and blending of the various ingredients.
3. Elimination of the necessity for additions or preparation.

   Ready for use.
4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

SELL GOOD GOODS—YOU'LL BRING GOOD TRADE

W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

IMPORTANT NOTICE

To the Grocery Trade:

Owing to increased cost of all our supplies and the recent breaking of our largest foreign contract for raw material,

WE MUST RAISE THE PRICE OF KNOX GELATINE

at once. The new prices are as follows:

Knox Sparkling Gelatine No. 1, $1.75 per doz. **Knox Acidulated Gelatine No. 3, $1.85 per doz.**

We are helpless in the face of present abnormal conditions, and were obliged to take this step if we wanted to continue in business and maintain the quality and moneysworth that have made Knox Galatine famous.

AT THE RETAIL PRICE OF 20 CENTS PER PACKAGE

it leaves you a splendid profit and your customers will get pure jelly at 5 cents per pint. (Each package makes four pints.) KNOX GELATINE helps you sell sugar, flavoring, canned fruits, nuts, etc., because it is **unsweetened** and **unflavored.** It has always paid you to

"Push the sale of Knox Gelatine"

and it will pay you to continue doing so at 20 cents, as it gives you a larger profit than ever before.

CHAS. B. KNOX GELATINE COMPANY, Inc., **Johnstown, New York**

(Actual Size)

A Soap that will sell again and again

Just try the advantages to be derived from featuring

Richards' White Cross Castile

and you will find it worthy of a foremost place in your window trims and counter displays. There is no better line of Castile to be had, it is fully equal to the more expensive imported brands.

Trade Price, $3.75 per case.

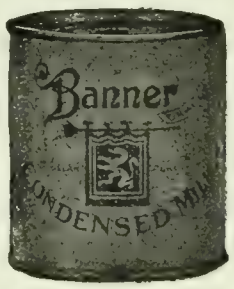
White Cross Castile Bars, 29c
White Cross Castile Cakes, 100's
White Cross Castile Sections, 120's
Le Chateau Castile Bars, 20c
Le Chateau Castile Cakes, 100's
Le Chateau Castile Sections, 120's.

Twin Bar Castile, packed in 3 dozens (wood), special price, 45c per dozen.

Your jobber can supply you or write direct to

The Richards Pure Soap Company, Ltd., Woodstock, Ont.

Pure and Delicious



Combined in St. George Evaporated and Banner Brand Condensed Milk are a purity and a delicious goodness that will win the admiration of your customers once they become acquainted with these two Malcolm Milk Products.

Repeat Sales may be confidently looked for. Therefore, you will find it profitable to draw your customer's attention to these Canadian - Made Milk Leaders. Send for a trial supply to-day, say a 4-dozen case of each. Then watch them sell.

The Malcolm Condensing Co.
LIMITED
ST. GEORGE, ONT.

Imperial Rice Milling Co., Ltd.
VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Have No Hesitation
in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.

Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

Why You Should Feature KING GEORGE'S NAVY

We help you create the demand for

King George's Navy

Our consumer advertising and the valuable selling helps we furnish you with do much towards pushing the sales of **King George's Navy** in your community.

Make this popular chew the big feature in your tobacco counter. Convince yourself of the profits to be made by pushing tobacco of unquestioned quality.

Your wholesaler will fill your order for King George's.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

There's a buying power in the Western market that is well worth cultivating

A buying power that is within your reach if you place your product with the old-established firm of commission merchants—Donald H. Bain Co. Our long experience and efficient selling forces will be the connecting links between your goods and the Western consumer. From Lake Superior to the Pacific Coast our organization covers the field closely and effectively, producing results in keeping with the reputation we have established.

Are you going to get in on this productive field? Let us show you why it is to your advantage to place your product with us.

Donald H. Bain Company

(Successors to Nicholson and Bain)

Manufacturers' Agents and Commission Merchants

WINNIPEG, MAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

McVitie & Price's BISCUITS

"IMPORTED"

Fresh Supplies for Xmas Trade have arrived at the following points:

NOVA SCOTIA	C. E. Choat & Co., Halifax.
NEW BRUNSWICK QUEBEC & ONTARIO	McVitie & Price of Canada, Limited, Montreal.
MANITOBA	Richards & Brown, Winnipeg.
SASKATCHEWAN	Campbell, Wilson & Strathdee Limited, Regina.
ALBERTA	Campbell, Wilson & Horne Limited, Lethbridge, Calgary, Red Deer, Edmonton.

For prices and stock lists write your nearest agent, or

McVITIE & PRICE of Canada
Limited

MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuits of Britain."

Tell your clerks to push

GIPSY
Stove Gloss

and your profits will add up to a bigger total every year. Every GIPSY user recommends it and tells her friends where to buy. If you are out of stock, or getting short, then, to-day, be sure to

Order "GIPSY" from your Wholesaler.

HARGREAVES (CANADA) LIMITED,

The Gray Building 24 & 26, Wellington St., W., Toronto Western Agents For Manitoba O F Lightcap, Winnipeg, For Saskatchewan and Alberta W L Mackenzie & Co , Ltd , Regina, Saskatoon, Calgary and Edmonton For British Columbia and Yukon Creeden & Avory Rooms 5 and 6, Jones Block, 407 Hastings Street West Vancouver B C

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

If any advertisement interests you, tear it out now and place with letters to be answered.

BROWN'S FAMOUS "FLIBAN"

"THE DEADLY HOUSE FLY"

Wholesale Houses desiring to handle the MOST EFFICIENT, NEATEST, AND CLEANEST BRITISH MANUFACTURED ARTICLE, should handle

THE WORLD-RENOWNED

"FLIBAN" FLY CATCHER.

HAS NO SUPERIOR.

Specially made to withstand varying climatic conditions.

Insures repeats and permanent business.

Test this when all others fail.

Samples and prices on application. Prompt deliveries guaranteed.

Canadian Agents—Eastern Canada, MacLaren Imperial Cheese Co., Ltd., Toronto.
Western Agents Nelson, Shakespeare, Watkins, Ltd., 136 Water Street, Vancouver, B.C.

THE BROWN MANUFACTURING CO., Limited,
LETCHWORTH, HERTS, ENG.

Babbitt's Cleanser

A full weight package of the best Cleanser on the market

Retails at 5c.

Shows you a good profit and gives your customer

Double Value

Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

CENTURY SALT

That the extreme care taken in the refining and packing processes has produced in Century Salt a quality that appeals to the prudent housewife is evidenced by the steady demand which is everywhere a feature of this high-grade product.

Whether for table or dairy use there is no better salt than Century. It will pay you to feature it. Recommend it to the housewife. After a trial she'll use it always.

Ask your wholesaler, or we'll ship you direct. Our service is prompt.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Man Wanted

Perhaps *you* want him—to travel for you, to sell for you behind the counter, to act as your bookkeeper, to pack for you, and so on.

The chances are that the man you want reads the CANADIAN GROCER. If he does, it means that he is a man fitted for your work better than that man in some other line of business. Then seek him out through the Want Page of the CANADIAN GROCER. Costs next to nothing—a few cents to put an advertisement in, and if you find the man you are looking for, the investment was rewardful in the extreme.

Use a box number if you don't want to reveal your identity.

Good men are cheap. Seek them out. The trouble and cost are as nothing if you put an advertisement in the CANADIAN GROCER.

Here is a specimen advertisement:—

> WANTED — GROCERY SALESMAN FOR general store in Northern Ontario. Wages $50 a month. Good board can be secured at $20 a month. Wages will be advanced if warranted. Fine opportunity for man who wants to acquire sound experience and accumulate capital from his savings. Apply to Box 000, The Canadian Grocer, Toronto.

This advertisement contains 62 words. Rates are 2c word first insertion, 1c word each subsequent insertion, and 5c extra for Box No. per insertion. At the rate of 2c a word it will cost $1.30 one insertion. A low price to pay to find quickly a good man.

The Canadian Grocer
143-153 University Avenue
TORONTO

You can stop the losses in your store only by removing the causes

IF YOU WILL ANSWER THESE QUESTIONS YOU WILL KNOW IF THERE ARE CAUSES FOR LOSS IN YOUR STORE.

You can stop the losses in your store only by removing the causes
If you will answer these questions you will know if there are causes for loss in your store:
No

Write "yes" or "no" in this column.

1—Do you know, without counting it, how much money should be in your cash drawer?

2—Do you know how many "charge" sales have been made in your store to-day?

3—Do you know how much your to-day's "charge" business amounts to in dollars and cents?

4—Do you know how much money you have "on your books" to-day?

5—Do you know exactly how much, and from whom you received money on account to-day?

6—Can you tell if a mistake has been made, and who made it?

7—Do you know the number of sales, and the amount in dollars and cents, each of your clerks makes each day?

8—Have you a record of every transaction that occurs between your clerks and customers?

9—Do you know how much money you have paid out to-day?

10—Do you know the amount of goods you have sent out on approval or C.O.D., and whether all has been paid for or the goods returned?

Can you answer "yes" to all the above questions? If not, we can help you. Tear out this page and mail to

The National Cash Register Company, of Canada Limited

TORONTO ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

One thing you can be sure of

And that is:—the quality of Red Rose Tea is always the same.

The first Red Rose packages put on the market contained tea of outstanding quality at the price, and it was not long before a national demand was created for this now famous tea.

The original high standard of excellence which was responsible for the initial success of Red Rose Tea has been rigidly maintained throughout the years. It will be maintained always.

Grocers who specialize on Red Rose Tea have no "matching" worries —no fruitless searching for grades that are often unprocurable except by the largest tea houses.

You can *safely* build up a trade on this always uniformly "good" tea.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

12-14-16 JOHNSTON STREET TORONTO, CAN.

A money - making hint—

Get a Eureka Refrigerator

The money-making possibilities that the Eureka offers you are not equaled by any other refrigerator. Combined with unusual display facilities are many new and unique features which mark the Eureka Refrigerator with the hall-mark of superiority.

Just to mention one — the Eureka is the only patented refrigerator in existence with warm air flues across ceiling of cooling room connected with warm air flues around walls.

Our catalog will give you full particulars. Write for copy.

Eureka Refrigerator Co.

31 Brock Ave. TORONTO Limited

REPRESENTATIVES—Wolf, Sayer & Heller, 76 St. Paul St. E. Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

Robinson's "Patent" Barley
and
Robinson's "Patent" Groats

have an enviable reputation and are constantly adding to their host of admirers.

Dealers stocking these well-known lines know that they mean sales all the year round.

A display of these wholesome foods placed where your customers can see them will pull results in keeping with their splendid selling record.

Always keep a full stock of Robinson's "Patent" Barley and Robinson's "Patent" Groats

MAGOR, SON & CO., Limited

50 Church Street, TORONTO 191 St. Paul Street West, MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Weighing Out Groceries

isn't a man's work or even a boy's. It is work for a machine. Visitors to the Atlantic Refineries like to watch the great weighing machines filling the packages swiftly and accurately; one machine doing the work of an army of men and doing it better.

LANTIC SUGAR

in bags and cartons saves your employees' time for the important work of selling goods which cannot be done by a machine. Selling goods is a man's job, as we all know.

2 and 5 lb. cartons. **10, 20 and 100 lb. bags.**

Atlantic Sugar Refineries, Limited

St. John, N.B. **Montreal, Que.**

CANADIAN GROCER

Vol. XXX. TORONTO, DECEMBER 8, 1916 No. 49

The Story of Margarine--II.

The Second of a Series of Articles Presenting Complete and Authoritative Information With Reference to the Manufacture of the Product and Legislation Covering the Sale of Same.

Compiled by John C. Kirkwood.

III.

IN Great Britain, margarine (the term "oleomargarine" is no longer used there), is commonly made of nuts and milk, and is sold retail at the present time from 7d. to a shilling a pound.

Holland is the great centre of the manufacture of margarine in Europe, and exports its manufacture in large quantities to Great Britain, where the consumption before the war was 20,000,000 pounds weekly. In Rotterdam is one manufactory whose annual production of margarine before the war exceeded the total annual production of the whole of the United States.

In Europe, after margarine came to be widely used by the poorer classes, because of its cheapness, it was found that many thousands of peasant children affected with rickets (a disease of malnutrition, due largely to a failure to consume animal fats in sufficient quantity), recovered after the regular use of margarine in their homes.

In Great Britain, not many years after the passing of the Food Act of 1875, the sale of butter substitutes assumed large proportions, and so seriously were the interests of dairy farmers threatened that an Act was passed called the Margarine Act of 1887, which provided that every package of an article made in imitation of butter should be labelled "margarine" in letters one-and-a-half inches square. The Margarine Act of 1887 was extended to margarine cheese.

Manufacturers and dealers in margarine were compelled to keep a register open to inspection by the Board of Agriculture, showing the quantity and designation of each consignment, and power was given to officers of the Board to enter at all reasonable times, manufactories of margarine and margarine cheese. Also the amount of butter-fat that might be present in margarine was limited to 10 per cent., while previously to the Margarine Act of 1887, an unlimited mixture might have been made provided that the mixture, no matter how large the percentage of butter, was sold as margarine.

EDITOR'S NOTE.—*The publication last week of the first of the series of articles by Mr. Kirkwood on the question of Margarine created considerable discussion both in and out of the trade. It added a little to the acerbity with which certain advocates of the dairying interests are discussing the Margarine question and put a finer edge on the attacks of certain farm journals. The object of* CANADIAN GROCER *in presenting these articles is to give more light on the question, to give publicity to the facts which legislatures should know. Last week, Mr. Kirkwood dealt with the manufacture of Margarine. In the accompanying article he goes into the problems of sales regulation as coped with in Great Britain and the United States.*

In 1894, a select committee was appointed to look into the laws and regulations governing the sale of foods and drugs, and the outcome was the Sale of Foods and Drugs Act of 1899. By this Act it is required that margarine or cheese containing margarine must be conspicuously marked as such. The law now requires that the word "margarine" shall be separated from all other confusing or obscuring printed matter, and printed in plain letters at least 1½ inches square. No pictures of cows or dairies may be used, nor can any brand name be added to the word "margarine" except after this name has been specifically approved by the Government.

When margarine is exposed for sale in the shops, it must be placarded as such in letters at least six inches high. Customers must ask for the product by name, and purchases must be wrapped in paper on which the word "margarine" is boldly printed, top, bottom, and sides. In Great Britain fraudulent methods have long since been abandoned. This fact is to be noticed particularly in view of the methods used in the United States to prevent fraud, which methods have failed sadly to effect their objects.

In Great Britain the use of margarine is chiefly among the poorer classes. There is yet a decided prejudice on the part of many of the well-to-do classes against margarine, which has been augmented by the sale of low grades and by low methods of selling. The trade is almost monopolized by the multiple (chain) shops, especially by the shops of The Maypole Dairy Company. There are numerous proprietary brands — Pearks, for example. Competition is acute. The grocery trade has left the margarine trade to its bitter rivals, the multiple shop companies, and the co-operative societies.

IV.

IN the United States the conduct of the manufacture of oleomargarine is placed under the Bureau of Internal Revenue of the Treasury Department at Washington. This is because the Congress of the United States cannot enter a state for police purposes, so the only way that the manufacture of oleomargarine could be brought under Federal control was by the imposition of a revenue or excise tax. Also, the Federal law requires that all localities or premises where the manufacture of oleomargarine is carried on shall be inspected by the Bureau of Animal Hus-

bandry under the Department of Agriculture, in regard to their sanitary condition. Thus the public is given Government assurance of the wholesomeness of the product.

In passing it is to be noted that oleomargarine is the only food product originating in the United States that is subjected to an excise tax, and in this regard can be classed with liquors and tobacco; and it is taxed, not for the purposes of revenue, but in order to bring its manufacturers under the control of the Federal Government. There are those who challenge the constitutional soundness of this tax with the query—Has the Government taxing power to be used for any other purpose than raising revenue?

In 1885 the first state laws affecting the manufacture and sale of oleomargarine were enacted—this at the instance of the buttermakers. They demanded laws that would overcome the competition of the rising oleomargarine industry.

One state, for example, required that the package be marked "adulterated butter," and also this designation to be placed on every dish containing it at a hotel table.

California required the words, "Substitute for butter," to be put on packages, together with the list of ingredients of which it was composed; and also required a verbal notice to purchasers at the time of sale.

Connecticut required, in addition to other notices of the character of the article, a sign to be displayed over the shop to let the public know that within imitation butter was sold.

In New York State not over ten pounds might be sold to one party at one time, and the purchase had to be taken from the original stamped package and wrapped in a separate parcel with a ticket bearing the number of the dealer, number of pounds, and the word "oleomargarine" in letters of not less than one-half inch square, in black ink, and attached to the outside in plain view. Also, the original package might not be given to the customer, nor dare the consumer's package be separately prepared in advance for customers

In Massachusetts, hotelkeepers were required to notify guests if they used oleomargarine.

Florida prohibited the sale of "any spurious preparation purporting to be butter."

One or two states required oleomargarine to be colored pink! and even, green!

But in the course of time the public learned that oleomargarine "was good to eat," and consumption ceased to be deterred by labels, signs, and spoken words. Many who had experience of bad butter came to prefer oleomargarine.

Then the buttermakers went to Congress on the pretence that oleomargarine was made of all sorts of deleterious stuff, including dead cats and dogs! and Congress, in 1886, acceded to the demands of the butter interests by putting a two-cent tax on oleomargarine, and establishing a special system of inspection. Special taxes were also imposed on manufacturers and dealers. These taxes were (and are) $600 per annum on manufacturers, $480 per annum on wholesalers, and $48 per annum on retailers. (These special taxes have since been modified for those applying for licenses to manufacture or sell only the uncolored article, the manufacturer's and wholesaler's tax in such case being reduced to $200, and the retailer's tax, $6.)

(Continued on page 27.)

Buying a Pound of Oleomargarine

Editor, CANADIAN GROCER:—

You may be interested in hearing of my efforts to buy a pound of oleomargarine in Detroit last week, while on a visit to that city.

I arrived after 7 o'clock in the evening—too late to get admission to some stores and to the market. In one store which I did get into—a rather poor one—I was told that there was no demand for oleomargarine, and that consequently it was not kept.

Eventually, in a shop about four miles from the centre of the city, I was able to buy oleomargarine—the uncolored article. I paid 25 cents a pound. The makers were Armour's, of Chicago.

The dealer gave me a small capsule of coloring matter with my purchase, to color the lard-white oleomargarine supplied.

I asked for the colored oleomargarine, but the dealer was out of stock of this, and so I was unable to get acquainted with the colored article. I asked what the colored sold for, and was told 25 cents—the same price as the uncolored.

This means that if the colored article can be sold profitably at 25 cents a lb., the uncolored article can be sold at 15 cents a lb., and yield the desired profit—this since the colored article has to pay a Government tax of 10 cents a lb., while the uncolored article pays a tax of only ¼ cent a lb.

The dealer said that the law required the oleomargarine to be sold from the box in which it was received, and which bore on the outside the stamp of the Internal Revenue Department. I think the wooden box was made to contain 30 lbs.—that is, 30 one-pound bricks. These were wrapped in parchment paper and enclosed in a cardboard carton.

Tacked up in the store in a conspicuous place was the Government's license to the dealer to sell oleomargarine. A fee of $4.50 for nine months was stated to have been paid by the dealer—at the rate of $6.00 per annum. This is the fee required, as I understand it, for the right to sell only the uncolored article. If the colored article is sold, a fee of $48 per annum is required. But this dealer said that he sold both the colored and uncolored article, and seemed ignorant of the regulations affecting license rights.

In handing me my package, wrapped, the dealer impressed on the outer wrapper, with a rubber stamp, his firm name, the word "Oleomargarine" in letters nearly one inch deep, and the name of the maker—but the name of the maker was not Armour—the name on my package or carton, but of some other Chicago maker. The law, I understand, requires the purchase to be stamped in this way.

I may say that so far I have not used the oleomargarine purchased, since I have wished to keep the package intact for a little time—for a special purpose.

Yours faithfully,

JOHN C. KIRKWOOD,

Toronto, Nov. 27th, 1916.

The Order-in-Council and the Retailer

Retail Merchants' Association Takes Up the Cudgels on Behalf of the Merchant—Urge That Exclusion of Certain Phrases Have Made Business Almost Impossible—Why Should There Be Discrimination in Favor of Farmers, Doctors, Lawyers, etc.

IS the recent Order-in-Council, loudly trumpeted by many as a cure-all for all the High Cost of Living problems, really a piece of unwarranted class legislation? Such is the contention of the Retail Merchants' Association of Canada.

The Order-in-Council was passed under the authority of the "War Measures Act" of Aug. 22, 1914, and came into operation on Nov. 10.

The clauses to which the association takes exception are substantially as follows:—

"No person shall conspire, combine, agree, or arrange with any other person—

"(a) To limit the facilities for transporting, producing, manufacturing, supplying, storing or dealing in any necessary of life; or

(b) To restrain or injure trade or commerce in relation to any necessary of life; or

"(c) To prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation, insurance or supply of any necessity of life.

"Nothing in this section shall be construed to apply to combinations of workmen or employes for their own reasonable protection as such workmen or employes.

Accumulation of Stock

"No person shall accumulate or shall withhold from sale any necessary of life beyond an amount thereof reasonably required for the use or consumption of his household or for the ordinary purposes of his business.

"Every person who shall at any time hold any necessary of life beyond an amount thereof reasonably required as aforesaid, and every person who shall hold for the purpose of sale, whether as manufacturer, wholesaler, jobber, retailer, or otherwise, any stock in trade of any necessary of life, shall offer for sale the excess amount of the said stock in trade as the case may be at prices not higher than are reasonable and just.

"Provided, however, that this section shall not apply or extend to any accumulating or withholding by any farmer, gardener, or other person, of the products of any farm, garden, or other land cultivated by him; nor shall any manufacturer, wholesaler or jobber, because of anything herein contained, under obligation to sell to other than such classes of persons or persons as are accustomed to purchase from manufacturers, wholesalers, jobbers, respectively, nor shall any person be under obligation to sell otherwise than in accordance with the ordinary course of business."

Eliminating of Qualifying Phrases Unjust

Section 498 of the Criminal Code, which has been superseded by this Act, bore practically the same conditions except that it bore also certain qualifying words that are noticeably absent in the latest Act. It is on the ground of these removals that the association bases its protest. The association claims that the phrases "unduly limit," "unreasonably enhance," and "unduly prevent," bore with them a certain safeguard against the unreasoning demands of a public who knew nothing of the conditions of business, to whom "overhead expenses" do not exist, and who are unaware of the close association between supply and demand. They further urge that:

"The removal of these legal safeguards under the present Order-in-Council will make every wholesale merchant, retail merchant, or manufacturer, who desires to meet with his fellow competitors to discuss their trade conditions, liable to be charged with 'conspiring, combining, agreeing or arranging' to 'enhance the price' whether the same be little or much, reasonable or unreasonable. On the other hand, the farmers and the gardeners can meet and agree among themselves, the laboring men can meet and agree among themselves, the doctors and the lawyers can meet and agree among themselves, the ministers of the Dominion and Provincial Government can meet and agree among themselves, as to what duty, what postal rates, or what license rates they shall charge, and whatever rates they may fix, or whatever action they may determine upon, they are exempt from the law.

"Should the retail merchants of Canada who collectively have more money invested in merchandise, and in distributing facilities, and equipment, sit quietly down and accept this imposition, and suspicion without a protest? We think not, and we are sure that every one of them who have British blood in his veins will resent the insult to the last man."

Looks Like Class Legislation

According to the association's argument, the Order is an unwarranted discrimination against one class of the community.

"Why," they urge, "should the farmers, the market gardeners, the laboring men and the doctors and the lawyers be allowed to do the things that the other classes are prohibited from doing?"

"If the desire of the Government was to search out the 'guilty parties'—if any guilty parties exist—why did they not include every citizen in Canada? Why exempt farmers, market gardeners, laboring men, doctors and lawyers? Under their proposed remedy thousands of men and women belonging to the farming, the market gardening, the laboring and the professional classes, may make up their minds to lay in a supply of produce or other articles far beyond their present needs, and in this way still further help to increase the price."

No Redress for Unwarranted Charges

The association further points out that the Order has made provision for investigating the affairs of any merchant, that he may thus be presented to the public in anything but a favorable light, yet for this unwarranted charge there is no redress. The merchant and manufacturer is at the mercy of the enquiring public.

The bulletin of the association closes in the following vigorous words:—

"Are we, as Canadians, justified in accepting the Order-in-Council, as set forth in this report, without a murmur? Or should we rebel, and rebel vigorously? We must certainly rebel. Our association stands for equal justice to all classes of merchants, large or small, and for their preservation and right to do business without unfair restrictions or discrimination.

"The law just passed is a drastic and unwarranted piece of class legislation and it must be opposed with all our might and with all our power."

Otto C. Weppler, Neustadt, Ont.—The fall and winter number of CANADIAN GROCER has been duly received, and I find it a most valuable issue, and a reference book on which the Editor deserves to be congratulated.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

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GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited. 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address; Atabek, London, England.

Subscription: Canada, $3.00 a year: Great Britain, South Africa and West Indies, 12s. 6d. a year: United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, DECEMBER 8, 1916** **No. 49**

FOOD boycotts in Canadian cities are reported to be forcing down the prices. Pittsburgh reports turkeys selling 4 and 5 cents a pound for the same reason. What a glorious world it's going to be when the boycotters have finished their work.

* * *

THE HOUSEWIVES' League, of Montreal, is gloating over the idea that their boycott has lowered the price of potatoes. Possibly the arrival of the Steamer Cascapedia with 15,000 bags of Prince Edward Island potatoes has had more to do with it.

* * *

LET THOSE who have bedewed themselves with tears in sympathy for the poor farmer who got nothing for his apples, consider the case of an orchard in Dundas County, where McIntosh apples sold for $6 per barrel. According to the Government report, 1¼ acres gave a net profit of $436.97, or $349.57 per acre.

* * *

BOYCOTTS on foodstuff seem to be the order of the day. Every time one of these succeeds, the sapient ones wag their heads and say: "Didn't we tell you somebody was holding up food?" With all due respect to the wise ones, the success of a boycott proves nothing, except that you can make a man sell if the boycott be severe enough. Whether he holds one case of eggs or a million, he will have to sell. What have you proved then? Is not this a reversion to

"That good old rule, that simple plan,
That he shall take, who has the power,
And he shall keep who can."

AN EXAMPLE FROM AUSTRALIA

IN Canada we have spent a lot of time and breath, that might have been more profitably invested, in discussing high prices. We have stirred up a lot of agitators, who are busy agitating all manner of schemes. Very few of the agitators have conceived the novel idea of using a little common sense. The result is that we are still only talking. New South Wales, while we have been talking seems to have come pretty near to a solution. According to their Government Commissioner, Patrick E. Quinn, the Government every morning announces the daily price for staple goods. That is the price that the user pays. The novel part of the scheme is that a provision is made for others beside the ultimate consumer. The producer, wholesaler and retailer are all guaranteed a fair profit. That is a novelty certainly. The cry with us has usually been to eliminate them. But why take these drastic measures. Mr. Quinn assures us that all can get a fair living and yet pay only about 25 cents a dozen for eggs.

THE RIGHT TO PROFIT

A CERTAIN gentleman of the name of Jan Wetz has gained an uneviable notoriety in the United States recently, owing to the fact that he owns 72,000,000 eggs. Jan not only has the eggs but he intends to profit thereby. Last year he claims he also had eggs, and the public genially allowed him to take an enormous loss. Perhaps not quite unnaturally, Jan holds that if a man bears his losses without whining he should be allowed to pocket his winnings without complaint.

The gist of the thing is: what right has a man to profit on his greater foresight, or greater business acumen?

No man in business is above profiting on an increase in the price of goods. One large Mail Order house in Canada is reported to have bought enough goods to carry it over the next two years, which are expected to be years of scarcity. They intend to profit by their outlay. There are no complaints about this.

Yet how does it differ from the case of Jan Wetz? If a man has the right to buy and the right to accept the possibility of loss, he should also be allowed the right to profit. To deny a man this right would be to turn back the wheels of business many centuries.

What then is the answer? We don't favor Jan Wetz. His very name is an offence to us, and his actions bear out his name. All the same there is something to be said for his side of the case. Unless men have foresight enough to gather for profit; we will be buying eggs for three months of the year for next to nothing, and forgetting what an egg looks like for the balance of the year.

There must be some remedy. It is evident that a man cannot be allowed to gamble without a limit in the necessities of life. It is also true that to refuse to let him gamble at all would have a disastrous effect on business. There evidently must be some measure of control, but the control must serve both parties. If a man is to be prevented from making all the profit possible, it is also necessary that he should be protected against exorbitant loss.

FOOLISH STATEMENTS AND THE HIGH COST OF LIVING

PROBABLY no idea ever before called forth such a profusion of ill judged statements, or such a volume of misguided solutions, as have clustered around the much discussed question of the High Cost of Living. That living is high is not a fact that can in any sense be gainsaid. That some solution, if it is possible of solution, should be found, is of course obvious. But the fact remains that the Public have been too much fed up on charges having little or no foundation, accusations that are unjust in the extreme, and solutions that a little of the light of common-sense would blast in their infancy.

The Montreal *Herald,* grown weary of its arguments about an alleged potato Trust, has now discovered an Apple Trust.

We quote herewith the argument used to give color to the suggestion:

> "Is there also an apple trust? If not, why is it that apples grown almost at our doors, and grown in the utmost profusion, are as dear as oranges and grape fruit that have to be imported from the tropics? And how is it, in face of these high prices, that farmers get such small returns that apples are being left to rot on the ground because they will not pay for packing and shipping to the people who want them so badly? It is all very well to talk about short supplies. The trouble is not in shortness of supply, but in some evil influence at work in the matter of distribution.

Any information that can lead to a better understanding of the trying conditions that face us at present, must be treated with respect, but it is not too much to ask that the information should be worthy of respect. The above quoted excerpt is not so worthy. It would appear to be a deliberate misstatement of facts.

"Why is it that Apples are as dear as Oranges and Grape Fruit?"

The simple answer is that they are not. They are not half as costly. The best grade of the best variety of apples can be bought for $6.00 per bbl., while the same quantity and quality of the imported fruits would cost roughly $15.00.

"Apples grown in the utmost profusion at our doors." That was true of other years, not this. Had the gentleman studied the report of Canada's apple crop for this year, he might have been saved an unwarranted statement.

"The farmer gets such small return that apples are being left to rot on the ground because they will not pay for packing." What amount of truth is there in this statement? Standard varieties of apples were bought this fall at figures ranging from $3.50 for some varieties to $4.50 per barrel for others. In addition to this all the packing and shipping charges were born by the purchaser. It is safe to say that never has the apple grower received a fairer return for his fruit than he did this year. That the crop was less than half the average in Ontario and Quebec and this grading more than 50 per cent. No. 3 can hardly be charged to any combination of human interests. Apples could be imported from the United States, pay a 90c a barrel duty and a heavy freight rate and still sell lower than the Ontario and Quebec grower was asking for his crop. There were thousands of barrels so imported. Does this bear out the statement that the farmer was paid nothing for his apples?

"Apples being left to rot on the ground." There is some slight ground for this assertion. Apples did rot on the ground—Astrachans, Duchess, Yellow Transparent and Peach Apples. There was an enormous crop of these apples. The last two named are so tender that they will hardly bear packing in barrels. Of necessity therefore, their market is limited to their immediate neighborhood. Astrachans and Duchess can be packed; though, once packed, their lifetime is less than a month. Moreover these apples were packed in larger quantities than ever before. They were shipped to numerous markets, and continued to be shipped till the markets went to pieces. In Montreal car loads of fancy Duchess were sold for 60c a barrel on the open market. Toronto was little better in this regard, Winnipeg only proportionately better. Does the Montreal *Herald* consider it necessary for grower to barrel and pack and ship apples to sell at 60c?

What purpose is gained by denying or disregarding the actual condition of shortage that has existed in so many lines of food products in Canada this year? When we argue in these trying times let us at least argue on a basis of the whole truth. It is an easy thing to color a half truth to serve any particular purpose. But such purposes are neither to the interests of the public at large, nor yet to the credit of the one who gives them birth.

Five Hundred a Week from Flour

A Feature Display in Which the Staff of Life Figured as a First Rate Interest Arouser, and Most Successful Sales-Getter Illustrated, and Described in Detail—It Realized $2,000 a Month in Flour Sales

FIVE HUNDRED DOLLARS a week was the amount netted in flour sales by the feature display illustrating this article. In four weeks, during which period the display was on view, and constantly kept alive in interest to the customer, the total sales of flour realized no less than $2,000. As a sales-getter this display was voted a distinct success by the Paquet Company, of Quebec City, who ran it in their grocery department for a month.

Occupied 18 x 20 Feet Space

In area the display occupied a central space in the Paquet Co.'s grocery department, 18 by 20 feet in size. The position chosen for the display was right between the store's two elevators, so that all coming and going between the grocery department and other departments could not fail to pass and notice it. A great proportion of the store's customers came under its convincingly persuasive spell upon passing purchasing power.

Design of the Display

The 18 x 20 ft. display space possessed a substantial permanent basis in the shape of a large counter carried right around the area. On this counter at each of the four corners, and well to the back of the counter, there were placed full sized barrels of flour, one barrel to each corner. Centrally on each side of the counter, and right between the large barrels, there were placed half barrels of flour. The round end of one of them can be plainly seen in the picture. This started the display with four large and four small barrels of flour on the counter.

THE PROOF

The point has been urged frequently by CANADIAN GROCER *that the high price of bread and the consequent tendency on the part of the public to bake bread, is a golden opportunity for the grocer to increase his sales of flour. Here is the proof. This article should be read very carefully by every grocer.*

Pyramids of Flour Sacks

On each of the large barrels there were placed very effectively ripe sheaves of natural wheat tied with ribbons. This harvest field touch certainly added immensely to the interest, and not a little to the sales-getting power of the display. The impression of "real pure wheat quality" in the flour was certainly thus brought out.

Between the barrels along the counter there were displayed sacks in various sizes. Neat pyramids were built of the 7-lb. 14-lb., and 24-lb. sacks, displaying the name of the flour prominently, and giving the impression of plenty, and of quality as well by the abundance and cleanliness of the sacks.

Striking and attractive show cards were used throughout the display of the smaller sacks piled on the counter space, their colors and the wording being well calculated to brighten and add interest to the display.

Attractive Cook Books Also

The very attractive cook book which is prepared by the makers of the particular flour used in the display was also freely used in adding to the interest of the counter show. Cook books with pages open at interesting bread, pastry an,d cake-making recipes and illustrations were placed just where these pages could be easily scanned, and even closely read by waiting customers. The fact that these cook books could be had free, added a good deal to the power of the display to induce passing purchasing power to pause.

Real Bread Shown, and Gifted

More interesting still in the most practical way to the housewife visiting the store was the fact that throughout the arrangement of the flour sacks there were appetisingly displayed delicious loaves of bread made from the flour. Pan loaves, cottage loaves, French and Vienna loaves, crusties, and smaller rolls were all used in this feature of the display, and an added attraction to the display was given by the fact that small loaves, plain and twisted, were distributed free during the first two weeks of the display, to children who attended the store accompanied by their parents.

Quantity Featured on Side

On the sides of the main display flour was shown in large and impressive quantities, the 100-lb. bags and half barrels being set out on the east side. The large sacks, and half barrels may be seen rather dimly in the illustration, on the right hand side. On the west side piled up sacks of flour were featured, giving again the impression of plenty; while on the south side there were shown plentiful piles of 7-lb., 14-lb., and 24-lb. bags of flour as can be seen in the illustration.

On the north side, upon the counter, there was set forth an interesting pyramid built on a base 3 ft. by 7 ft. out of the special 10-lb. sacks of flour put up exclusively for the Pacquet Company. This pyramid in itself proved a splendid seller.

Backed Uy By Publicity

An important point in connection with the success of this display is that it was always, and from the very first, backed up by newspaper advertising. The attention of the public was drawn to the display from the fireside and the evening supper table. Customers once within the store could not miss it. Those who paused became interested, and were benefited by information, by the gift of a cook book, and by the appetising present of a little free loaf for the children. A great proportion of those who paused became purchasers. Two thousand dollars of flour sales in four weeks proves this.

The space occupied by this flour display, here illustrated, is reserved by the Paquet Company for special goods of all kinds such as lend themselves to attractive and sales-getting displays. For instance the flour display was followed by a soap exhibition and premium guessing contest which produced large results also for the Paquet Company.

Probabilities in Bread Prices

How the World Situation Affects the Flour Market—Effect of Suggested U.S. Embargo—How the Use of Whole Wheat Bread Would Ease Situation.

WHAT are the probabilities in regard to bread prices? That is pretty well any man's guess. There are, however, several conditions arising of recent date that might serve to influence the situation.

The recent marked fluctuations in flour have led people to wonder just what influence this might have in the price of bread. Mark Bredin, president of the Canada Bread Company, Toronto, when questioned on this point, merely stated that the price of bread depended entirely on the price of flour. If they had been compelled to buy in the present market to meet their requirements, it would not be possible to sell bread at its present price of 8c per loaf.

People are inclined to expect too much from a 20c or 30c drop in flour, said Mr. Bredin. It was disclosing no secrets to state that it took a fluctuation of $1.80 per barrel in flour to represent a change of 1 cent. per loaf of bread.

England's Bread Prices

Mr. Bredin did not think that the price of bread was at all out of the way. He instanced one army contractor in England who had raised his price to 5¼d. per 1-pound loaf. Even Government contracts in England are governed by the changes of the market. The price was naturally a wholesale price. In other words, it represented a price of 10c per pound loaf, as against 14c per three-pound loaf in Toronto. These conditions, Mr. Bredin thought, were entirely due to wheat scarcity. Russia held enough wheat to turn a 50,000,000 bushel deficit into an enormous surplus, and if the fortunes of war should enable the Russian wheat to reach the open market, flour would be likely to drop to the cellar, but there was no likelihood of that, unfortunately.

American States Urge Embargo

Canada is also facing a serious movement from across the line, where there is a very widespread agitation for an embargo on wheat. Twenty-nine states, through their representative newspapers, are urging such measures on the President. Whether the President, even if he thought well of the scheme, would have the necessary courage to face a farming community which elected him with such a platform, is, of course, doubtful.

It is easy to see, however, what effect such a measure would have in Canada. With American wheat and flour under an embargo, the continental buying in Canada would be enormously increased; it would be more than likely, too, that America would attempt to recoup herself for former losses by buying in Canada. An embargo against America could, of course, correct this matter. but an embargo against Europe and all the interests Canada is fighting for is, of course, unthinkable. Should such a measure come into effect it would assuredly have a most pronounced influence on the bread situation.

Whole Wheat Bread Suggested

There was one way in which this situation could be alleviated to quite an extent. This was the adoption of similar measures to those taken recently in the United Kingdom to husband the stock of wheat. Under this new regime, 78 per cent. of the wheat was milled into flour. Much could be done in these times, Mr. Bredin thought, by being a unit in such matters. All flour in the United Kingdom had to meet the 78 per cent. standard, all shippers of flour from this country had also to meet the requirement, so it would require no great change in the milling industry. All bakers, too, are accustomed to bake a certain amount of bread of this quality, so it would not necessitate any great change in any of the industries concerned, while it would save 10 to 15 per cent. of the wheat. Already, with only three months of the year gone, Canada has shipped one-half of her available supply of wheat. Unless, said Mr. Bredin, some such measures were taken to ameliorate conditions, it did not seem possible to protect ourselves for higher prices.

QUEBEC-ONTARIO ENTENTE

On Thursday of the present week, the last day of November, there was held in the Council Chamber of the Board of Trade rooms, Montreal, the first meeting of the Permanent Committee organized to further the aims and objects of the movement to bring about a better understanding between the business men and citizens of Ontario and Quebec. This meeting was called to devise ways and means for the promotion and furtherance of the objects of the movement. There are seventeen members representing Ontario and seventeen representing Quebec in the Permanent Committee. Thursday's meeting was held for the purpose, amongst other ends, of appointing an executive committee.

Next Year's Canning Situation

Extra Cost of All Raw Materials Make 25 to 30% Increase in Manufacturing Charges Growers Will Likely Expect Better Prices for Tomatoes — What American Concerns Think of Future Prospects.

IT is a little early in the year to guess much about canned goods prices for next year. Canning journals across the line, however, are persistently drumming away at their subscribers not to sell futures, and urging the only safe rule to follow is to sell on the basis of the packed article, not on the basis of the crop yield.

But more than all, they urge that no contracts be made. Such unanimity of opinion argues that American canners at least expect to get higher prices next year than they received for this year's pack. The cost accounting committee of the National Canners' Association has issued the following circular which we quote from *"The Courier"*:

Stop! Look! Listen!

In 1916 we told you it would cost 80 cents per dozen to pack No. 3 Standard Tomatoes on contracted raw stock, and it did unless you enjoyed special advantages.

In 1917 it will cost a lot more. We have gone over this matter most carefully with the best information at hand from the most reliable sources, and, while at this time it is impossible to figure the exact cost, as prices are not yet named on many articles, yet we have made the following estimate of the increase in cost of packing No. 3 tomatoes, which we present to you for your most careful consideration. There never was a year when the question of a future price for tomatoes was harder to determine than it will be in 1917, but whatever you do don't sell at a loss or even at cost as you have so often done in the past.

No. 3 Standard Tomatoes

Estimated increase per dozen on 1917 packing:—

Cans on $6 basis per box for tin plate	.12
Cases	.01
Labels	.0112
Coal and oil	.0075
Leaks, swells and rusties	.0012
Interest	.01
Insurance	.006
Brokerage discount	
Maintenance and repairs	.0163
Labeling, loading and unloading.	.0041
Peeling	.0086
Factory day labor	.0058
	.2007
Tomatoes (if $1 per ton increase) add	.028
	.2287
Tomatoes (if $2 per ton increase) add	.028
(XXX)	.2567
If cans should be on $6.50 basis (probable)	.0225
	,2892
If cans should be on $7 basis (possible)	.0225
	.3117

These figures are conservative. Consider them most carefully before naming any price for 1917.

Situation in Canada

The details of course, refer to American markets. But will Canadian packers be in a much different situation? The items of cans, cases, labels, will, of course, show no variation. The items of coal and oil, maintenance and labor, will be higher than across the line. As for the increased price of the raw product, contracts were made this year on the basis of an expected heavy yield. Under these conditions, the canners were able to contract at 25c per bushel. Of course, the large crop did not materialize. That left the farmer somewhat on the wrong side of the ledger. Unquestionably the contract price this year will return to 30c a bushel. The canners this year are in somewhat the same condition as they found the growers last year. The grower, fearing the prospective high yield, was afraid not to contract. The canner this year, with no margin of stock behind him, has to pack sufficient to meet the demands of a bare market. The grower may look upon this as his opportunity. In any event, it is wise to prepare for high prices, for all conditions unquestionably point that way.

The estimated cost of packing tomatoes per dozen this year was 80c. Under these new conditions it is estimated that the cost per dozen for tomatoes will be $1.05 to $1.10. Fruit canners have estimated an increse in their packing costs all the way from 25 to 40 per cent. These estimations, while not of course, exact, will fairly closely approximate the actual increase in the standard expenses of packing.

CANADIAN GOODS ON ENGLISH MARKETS

Some interesting figures may be gleaned from the Nov. 20 issue of the Trade and Commerce Bulletin. During the first nine months of the year Canada's exportation of bacon to the United Kingdom was 116,711,000 lbs. a considerable increase over last year. This means a very creditable item in Canada's trade balance, as the average price this year was $21.71 per cwt. as against $18.40 per cwt. last year.

Apples on the English market have been bringing most unusual prices. There were 256,766 barrels delivered during October. Twenty-four per cent. of these were Canadian.

Glasgow proved the great apple market, Snow apples selling No. 1, $12.50-$13.50 per barrel; No. 2, $8.50 per barrel; No. 3 $7.50-$8.00 per barrel. McIntosh No. 1, $11.25; Kings, No. 1, $12.50; No. 2 $11.50; No. 3, $9.00. Baldwins No 1 $9.00 to $9.50. Peewaukee No. 1, $10.00 to $10.25; No. 2 $8.50-$8.75; No. 3 $6.50 to $7.00 Liverpool sold snows, No. 1, $9.00 per barrel Greenings No. 1 $9.25; No. 3, $6.75; Kings, No. 1, $9.00. These prices are on standard Ontario barrel, Nova Scotia stock on account of slightly smaller barrel sold a trifle lower.

British Columbia apples from the famous Okanagan valley section were found to be of the finest quality. Liverpool market took these at $3 to $3.25 per box, the varieties being mostly Wealthy. Two cars sold in Glasgow from $3.00 per box for the 72-88 sizes up to $4 per box for the popular 135-175 sizes. These prices net $1.60 and $2.45 respectively f.o.b. British Columbia, a figure that speaks well for the quality of the British Columbia apple.

L. F. Martel, Quebec, Que.—"I found your fall and winter number a more than usually instructive one on very many points. I will keep that number for a long time and am sure it will be useful sometimes."

Gayer and Connelly, Eudako, B.C.—"We received your fall and winter number on time and must say it is a dandy. We rely on the CANADIAN GROCER as to market prices very much. We have found it very accurate to date.

Building Up a Business With Tin Cans

How a Guelph Merchant Added to His Profits by the Sale of Tin Cans—Meeting the Demand for a Safe Way of Shipping Parcels to the Front—A Novel Scheme That Stimulated Business and Made Many Friends.

WITH thousands of boys at the front and Christmas fast approaching, a promising field has been opened for many merchants. Nor have they been slow to take advantage of the fact. Many difficult inducements have been made to attract the attention of the buyers of soldiers gifts, but the best that has yet come to the attention of the CANADIAN GROCER is the scheme of C. C. Borden of Guelph, Ontario.

Mr. Borden realized that one of the great difficulties that faced the friend who desired to send gifts to the boys at the front was the danger of loss or destruction in transit.

To meet this difficulty Mr. Borden conceived the idea of providing tin boxes to meet the need of his patrons. The idea has started to help move some of his own goods. Beef tea, condensed milk and similar commodities cannot be shipped in unprotected parcels. What Mr. Borden did not realize was that the tin cans might be made to pay their own way and show a very nice profit besides.

Tin Boxes for Every one

Mr. Borden anticipated the demand some time ago and made arrangements for securing a goodly quantity of tin cans of various kinds. Up to the present he has sold over $200 worth of these and has another shipment on the way to protect the balance of his Christmas shipments.

Many grocers have let this profitable trade slip through their fingers because the senders arguments, as to the difficulty of sending such goods as theirs, seemed to them irrefutable. Mr. Borden however, went right to the heart of the difficulty. When a customer urged the difficulty of shipment, he had his answer, a tin box that could be packed and shipped with absolute safety. Tin boxes are not very expensive and $200 worth represents a goodly number, and when added to this is a fair portion of the goods that went into the tin boxes, it is evident that this idea must have been worth a very respectable sum. More than that it has proved a trade getter, almost every body has some parcel to send, almost everybody is in difficulty about sending it, and news of such a way out of the difficulty spreads quickly. People come to buy boxes and stayed to buy other things. It is safe to say that Mr. Borden has added considerably to his list of customers, by his foresight in discovering a need and meeting it so satisfactorily.

As there are always parcels going to the front, not only at Christmas time, but all through the year, it might pay other grocers to take a leaf out of Mr. Borden's book.

THE STORY OF MARGARINE—II.

(Continued from page 16.)

But, notwithstanding all persecuting laws, both state and national, oleomargarine continued to grow in popularity, and its quality steadily improved.

In 1902, an Act of that year abolished the two-cent tax, but established new taxes, namely, ten cents a pound on artificially colored oleomargarine, while oleomargarine free from any color that would cause it to look like butter was taxed one-fourth of a cent a pound.

The Grout Bill of 1900 (which became law in 1902) caused the whole subject of oleomargarine to receive a very great deal of acute public attention. The author of the bill urged that it ought to pass in order to prevent fraud, and he showed that oleomargarine was being sold in stamped packages (as required by the Act of 1886) with the stamps so concealed as to escape notice by the average purchaser. The opponents of the Grout Bill wanted the bill to make more effective the safeguards against the sale of oleomargarine as butter. They were also opposed to taxing one American industry to make a market for another.

W. H. Duffy, Wellsboro, N.B.—The special issue was a fine number. I can still find something good in it every time I turn to it.

Wm. Knox, Earl Grey, Sask.—"I received your special number and don't think you could improve on it."

J. McTaggart & Sons, Vancouver, B.C.—"We find the CANADIAN GROCER extremely valuable to our staff."

Why Milk is Scarce

Dealers in Many Centres Unable to Meet Customers' Requirements—How Milk is Forced up by the Competition of the Cheese Industry—Blame it all on the Cow.

LIKE everything else, milk is scarce and high. In some cities it has become a famine commodity, and many a householder has temporarily lost his religion on failing to find the familiar bottle on his doorstep in the morning.

We must blame it all on the cow, at least so say the milk dealers. Bossy is petulant it seems at not receiving the dainties she usually counts on, and will not bestir herself, therefore milk is scarce and therefore high in price.

Yes, hay was plentiful, and comparatively cheap, why shouldn't there be a plentiful supply of milk? This is the general argument.

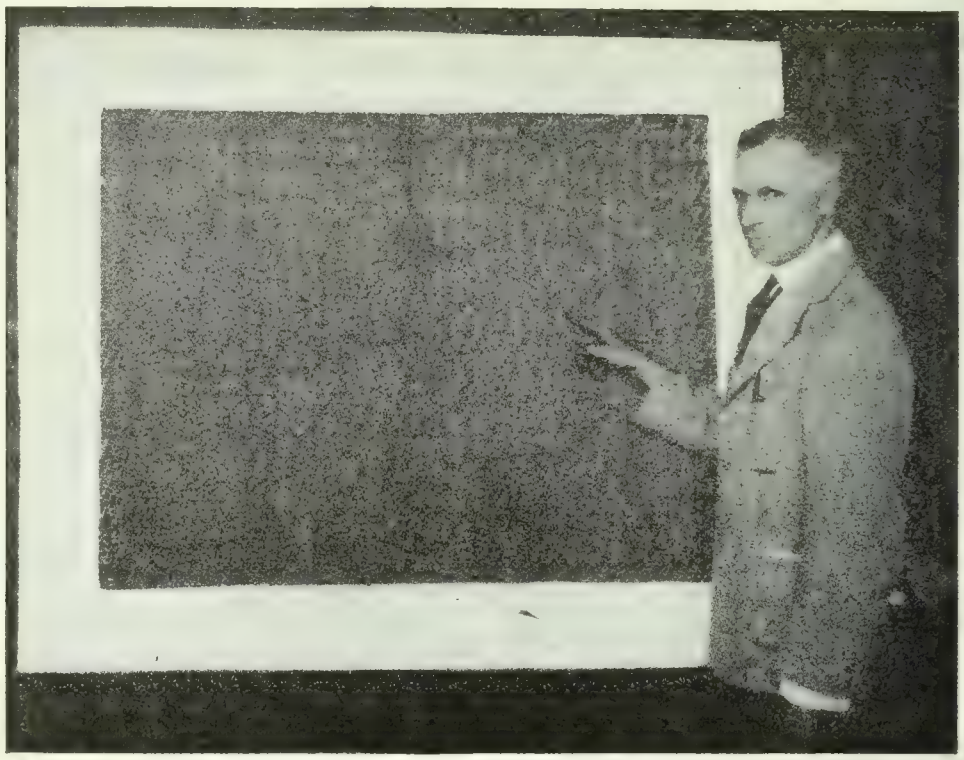
Similarly rice is plentiful and comparatively cheap, and yet we are not all eating rice, we would rather eat other things and growl about the high cost of living. No, we can't lay too much blame on Mooley. She eats what she requires, but when it comes to eating dry hay to produce milk, she draws the line. Now if there were a tasty bit of corn ensilage, with just the hint of fermentation about it mingled with the hay, well Mooley's jaded appetite might be stimulated. She would probably eat more than she needed, and the surplus would produce milk. Even a succulent bit of mangel would probably have the same effect. But, there are very few mangels in the country. All roots suffered in the spring and summer. Corn didn't fare much better. But Mooley has forgotten all about this. She considers that the curtailment of her diet is due to a tightwad impulse of her owner, and is disgruntled. She is not a contented cow.

There is the best of authority for stating that this is the actual condition and reason. The result is that milk dealers have been compelled to widen the scope of their buyings. In doing so they encroach on cheese making districts and have to meet a cheese making price. This year at least milk is more valuable as cheese than in its natural state. Consequently milk dealers have had to pay inordinate prices to fill their requirements. Nor is there any likelihood of a change of conditions. Cheese and butter will unquestionably continue high in price, and while they do so, with the added scarcity taken into consideration, milk must of necessity remain high in price.

Running a Chain of Grocery Stores

How a Chattanooga Merchant Has Scored His Success — Rigid Requirements for Employees—Must Not Smoke, Drink or Play Cards—Weekly Meetings of Managers—Distinctive Advertising is Done

EDITOR'S NOTE.—*The publication of this article is intended not as an endorsation of all the policies by which the writer has built up his business nor of the chain store idea. Throughout the article, however, will be found many sound, business-like suggestions that could be followed with splendid results. As the story of one man's great success this article is well worth reading.*



A picture of Mr. MacDonald before the board on which he keeps records of all branch stores.

THE accompanying article is reprinted from System. It is a record of the business policies of Frank E. McDonald who very successfully operates a chain of grocery stores in Chattanooga. Some of the points he makes will not be approved by many merchants who have won success along sounder lines. There is his policy of "selling for less" and his strong favor toward the "dodger." In this connection it must be remembered, of course, that he caters to the cheaper trade and counts upon selling to people of limited means. In any case the story is one of remarkable interest and some of his policies and ideas are sound and courageous. The article reads as follows:

I have twenty-one stores, scattered over Chattanooga and its suburbs. Each of these stores operates on an expense basis of from about six to eight per cent. of sales. Of course, I have a certain advantage over some stores because I can buy cheaply in large quantities.

But buying alone has not been responsible for my success. There are certain other definite policies that I have followed, and that have contributed largely to my success, which I am going to describe in this article. My reason for telling about these policies is simply the fact that I am convinced many other merchants might adopt these methods and use them just as successfully as I have, whether they own a single store or twenty-one.

In general, I believe I may say there are four of these policies, as follows:—

(1)—I make-up no more than will give me a fair margin of profit.

(2)—I sell for cash—nobody gets any goods on credit at my stores.

(3)—I have taken particular care in selecting the right kind of men, and making it to their interest to serve me well, because by so doing they serve themselves.

(4)—In my advertising I have adopted certain distinctive methods that have helped out remarkably.

I will take up my four policies in order and try to show exactly how I have applied each one, and how it has helped my business.

First, then, comes my policy of selling at just as low prices as I can. Here, of course, is where I have been helped by the advantages that come to me in consequence of my having a chain of stores. I am able to buy goods in large quantities, thereby getting the lowest prices and often carload freight rates.

Whenever possible, I try to make my prices a little lower than those customary at other grocery stores, thus carrying out my slogan that "the Red Stores sell for less." I do not handle many high-priced articles. I aim for the medium and low-priced trade. I make it a rule not to locate stores in or near fashionable suburbs, but rather among the homes of middle class or working people.

The second general policy I mentioned—selling for cash—helps along the first, and reacts on it. I can discount my bills, since I always have the cash, and thus eliminate a lot of bookkeeping. I inaugurated this cash system when I opened my first "Red Store." It enabled me to sell for less. Lower prices enabled me to build up a good business and soon I could open other stores. After I had several stores the rest came easier.

In placing my business on a strictly cash basis, I take some credit to myself for doing a certain amount of missionary and educational work. Loose credit has for generations been a curse to the South. Anyone, it seems, could get credit, and many a man has struggled under a load of debt all his days and often gone down in bankruptcy and disgrace because certain friendly merchants let him get in debt much deeper than advisable. This condition is, of course, being bettered, but there is still room for improvement, particularly in the grocery business.

I seldom have any trouble in accustoming people to my way of doing business. I find that in most cases the wife of the workingman likes to pay in cash for her groceries because it helps her to keep out of debt. And it is an interesting fact to notice that gradually quite a number of the wealthier people are coming to give us occasional orders. Many of them are also careful buyers, and they readily see the advantage in paying, for example, fifteen cents for two cans of a

certain vegetable which regularly sells at ten cents a can.

My third policy has to do with the choosing men. On this point some people call me a fanatic, some a hypocrite, and some say I am just plain foolish. I may have a little bit of the last-named weakness about me, but it is a dead sure fact that there is no sentiment, religious or otherwise, that influences me in the method I employ for choosing salesmen and managers for my stores. I have tried to work the problem out in a cold-blooded way. The progress of my business means either prosperity or ruin to me and consequently it is up to me to stick to methods that are best from a commonsense standpoint—if I know how to reach that standpoint.

I think I am taking only one of the precautions that the proprietor of any retail business should take when I insist that the men who work for me must not use liquor or tobacco in any form, gamble or frequent any sort of questionable resort, use profane language or be untruthful.

When a man applies to any of my stores for employment he is sent to my office, and must there fill out an application blank, in which he is asked, among other questions: Do you smoke cigarettes, a pipe or cigars, chew tobacco, drink beer or whiskey? Do you swear? Do you play cards? Are you a church member—if so, of what church? How long a member? I even enquire whether the man's father and mother are religious, and if so, to what church they belong. The application on the same document subscribes to a pledge to abstain from any and all of the little vices to which I object.

I follow this plan because I believe that as a rule—as a rule, mind you—the man with the fewest fleshly weaknesses is the man most apt to adhere strictly to a course of simple honesty. His temptations are fewer. He is far less apt to be acquainted with unwholesome characters who would be likely to lead him into wrongdoing. I do not claim that an occasional cigar or "cuss word" necessarily stamps a man as a person of loose morals. I know many upright men—good friends of mine, some of them—who do these little things and even worse, and yet I would trust them in any emergency. And of course I do not attempt to establish a claim that my system of selection secures perfect men. It does not. It goes without saying that in my experience I have secured men without an otherwise single bad habit who showed a disposition to be unfair to me. Yet I believe that my policy gets me a higher percentage of capable men than a looser method might.

Here are some other points, too. The fellow who neither smokes nor never offends a customer with a cloud of tobacco smoke or with the foul breath that comes with excessive drinking. He is not apt to set a store afire by dropping cigar or cigarette stubs in corners, and he is far less apt to drop matches where they should not be.

I carry out my idea rigidly. I fire a man as quickly for smoking a cigar or playing a game of casino as I would if he stole money from me. He has broken his contract with me, and I am therefore fairly entitled to dismiss him.

Of course I ask a man a lot of other questions, too, when he comes to me for a position, and I require some good references. I also try to ascertain whether the applicant has made up his mind that he prefers a mercantile business as his life work. If he is firm in this decision I am glad to give him all the help I can in learning—for the salesmen I employ are mostly young, untried fellows, sometimes right off the farm. Country boys, I find, generally make good in the stores. And it is not necessary for me to get high-priced men to start with. My branch managers are graduates from the ranks of the salesmen.

The salesmen are paid salaries, but the manager of each branch store receives as his compensation for his work half of the net profits of that store. He executes a contract to that effect with me when he becomes manager. The title of the store, of course, remains with me. I need not point out how excellent an incentive this arrangement is. Each man is actually in business for himself, with me for a partner. My branch managers are all loyal, hustling workers.

I mentioned before that I discount all my bills. Branch managers do not profit by these discounts, but, on the other hand, I, myself, pay all the expenses of my central or main office. My system is so simple, however, that I operate this main office with the help of two girls. One of these young women, by the way, has been with me for seven years and knows the business nearly as well as I do.

Low Overhead

Our stores all operate at a net expense of around six, seven, and eight per cent. If a store's expenses for a month run up to ten per cent. or above, I investigate—I know something is running slack.

We have a printing plant of our own, employing one man. We have a ten by fifteen inch jobbing press and a few fonts of plain type. The plant prints all the contracts, application forms that we use, and also gets out our handbills. Prices are the same at all stores, and

APPLICATION FOR EMPLOYMENT

_____ 191

I hereby make application for employment as _____, and if my services are accepted by you, I agree to comply strictly with all rules and regulations applicable to my position, to keep sober and temperate, and not visit pool rooms or gambling houses, and to abstain from use of beer, whiskey, cigarettes or tobacco in any form, to at all times conduct myself in an orderly and gentlemanly manner, and work to the best interest of my employer.

I also agree to wear a Red Shirt when on duty, and to wear any other uniform which should be adopted to be worn by Red Store employees.

It is further understood that in case my services are not satisfactory, the proprietor of the Red Stores may terminate my employment at any time, and should I desire to leave his employment, I may do so after ten (10) days' notice of such intention.

1. Write your full name _____
2. Place of birth _____
3. Age _____ 4. Married _____ If so, how many in family? _____
5. Former residence _____
6. Residence now _____ Telephone _____
7. Smoke cigarettes _____ 8. Smoke pipe or cigars _____ 9. Chew tobacco _____
10. Drink beer _____ 11. Drink whiskey _____ Do you swear? _____
Do you play cards? _____ 12. Church member _____ If so, what church? _____ How long? _____
13. Father religious _____ If so, what church? _____
14. Mother religious _____ If so, what church? _____
15. Former occupation _____ 16. By whom were you employed last? _____
17. How long in their employ? _____ 18. Why did you leave? _____
19. In what capacity were you employed? _____ 20. Ever worked in retail store? _____ If so, how long? _____ 21. Do you expect to continue in the mercantile business? _____ 22. I hereby certify that the answers to the above questions are true, and I will abide by all agreements entered into.

Chattanooga, Tenn., _____ 191 SIGNED _____

REFERENCES (FIVE REQUIRED)

	NAME	ADDRESS	HOW LONG KNOWN
1			
2			
3			
4			
5			

STATE OF TENNESSEE } ss
HAMILTON COUNTY }

_____ being duly sworn, says that he has answered all the questions on this application blank, and that the answers made to each and every question are true, and he agrees to comply with all the rules herein set forth in this application blank.

Sworn to and subscribed before me this _____ day of _____ 191

_____ NOTARY PUBLIC

REMARKS _____

The above named applicant began work on the _____ day of _____ 191__, in the capacity of _____ at _____ Store, at an agreed salary of $ _____ per _____

The application form used for new employees.

all special sales are put on at the stores simultaneously, so that one issue of dodgers suffice for all. These are issued to each store in the proper quantity to cover its own particular territory, and are charged to that store at cost as part of its expense.

Each manager makes a daily report to me. This report checks and balances itself in several different ways. There are, for instance, three means of arriving at the cash balance for the day: (1)—The mechanical process using the cash register; (2)—The total of the sales records of the various clerks, and (3)—The bank deposit slip, which must balance with the daily report.

We figure out the net operating expenses for each store at the end of the month, and then we chalk up each store's financial record for the month on a big blackboard in my office. All who enter may read. How the manager of a store does hate to see a low sales record or high expense percentage staring at him from that bulletin?

Meeting of Managers

Every Monday evening there is a meeting of the branch managers in my office. Absence from this meeting is next to inexcusable. There is always plenty to talk about. The week's campaign is planned, including the special for Saturday.

All changes in prices are carefully noted in order that schedules may be uniform in all stores. Various managers bring up their puzzling problems, and we solve them as best we can. I make talks on selling, window-card and price-ticket writing, and the like, and promote discussion upon those subjects.

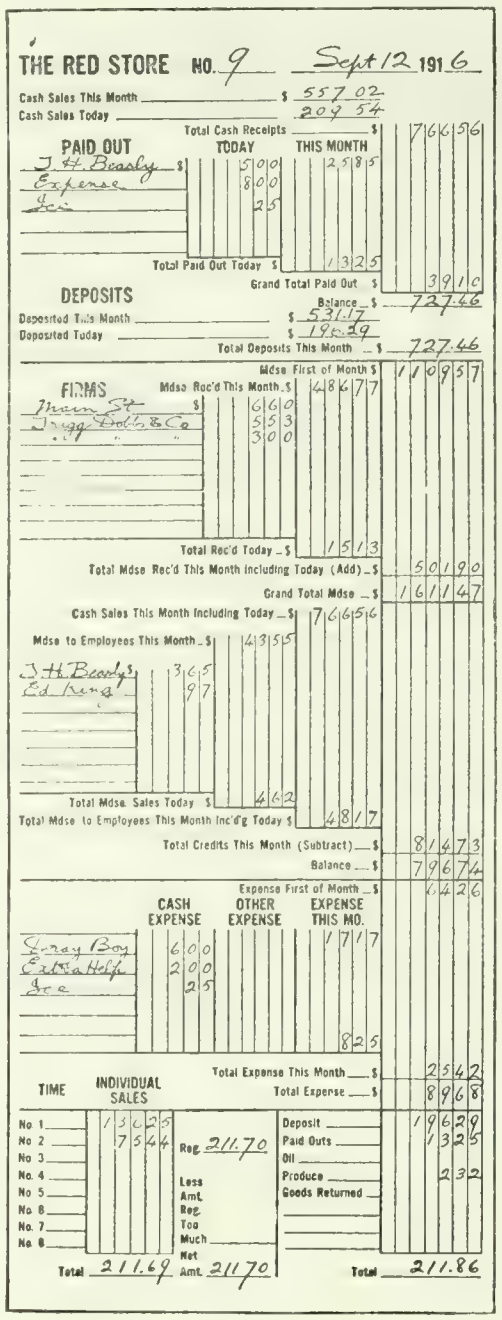
Then we have the "exchanges." We find that demand for certain articles will vary greatly in different neighborhoods or suburbs. An article which sells slowly at one store will move readily at another. A certain brand which sells like hot cakes on Market Street will be a "sticker" at Chickamauga. The boys make notes of their slow-selling articles, and mention them at the meeting. For example, the manager of store number one complains of an overstock in a certain kind of starch, a certain brand of corn, a brand of tomato catsup.

"I can handle the starch," says the manager of store number twelve, while two or three others speak for the corn and catsup. So the exchange is made, and all stocks are kept balanced and moving rapidly. I keep a good stock of the smaller staples in the wholesale department, where my main office is located, and most deliveries of such articles are made from there; but whenever an article appears to lag at any store it is transferred to another store where there is a demand for it. By this method, also, we learn where to place certain lines of goods; but we are always endeavoring to find lines which can be sold with equal ease at all the stores.

Distinctive Advertising

The fourth policy which I mentioned as among those chiefly responsible for my success is distinctive advertising. Perhaps the most striking method used in the working-out of this policy has been the adoption of red as the prevailing color in my stores.

I chose red as the color note of my business because it is the flashiest color in the spectrum—it hits the human eye hardest. I call mine "the Red Stores," and they are red—as bright a red as I can get. Not only are the stores red, but the wagons are red, and every store manager and clerk must wear a red shirt and a white four-in-hand tie. They agree to do this when they begin work. My slogan, which I use everywhere, is "The Red Stores: Where they Sell for Less."


THE RED STORE NO. 9 Sept 12 1916
Cash Sales This Month $ 557 02
Cash Sales Today 204 54
Total Cash Receipts $ 761656
PAID OUT TODAY THIS MONTH
J H Beasley $ 500 2585
Expense 800
Ice 25
Total Paid Out Today $ 1325
Grand Total Paid Out $ 3910
DEPOSITS
Balance $ 727.46
Deposited This Month $ 531.17
Deposited Today $ 196.29
Total Deposits This Month $ 727.46
FIRMS
Mdse First of Month $ 1109570
Mdse Rec'd This Month $ 486770
Main St 660
Trigg Cobb & Co 553
" " 300
Total Rec'd Today $ 1513
Total Mdse Rec'd This Month including Today (Add) $ 501990
Grand Total Mdse $ 1611460
Cash Sales This Month Including Today $ 761656
Mdse to Employees This Month $ 143555
J H Beasley $ 3655
Ed King 97
Total Mdse. Sales Today $ 4622
Total Mdse to Employees This Month Incl'g Today $ 481757
Total Credits This Month (Subtract) $ 814730
Balance $ 796740
Expense First of Month $ 64260
CASH EXPENSE OTHER EXPENSE EXPENSE THIS MO.
Jersey Boy 600 1717
Extra Help 200
Ice 215
825
Total Expense This Month $ 25420
TIME INDIVIDUAL SALES
Total Expense $ 89688
No 1 1325
No 2 7544
No 3
No 4
No 5
No 6
No 7
No 8
Reg 211.70
Less Amt. Reg. Too Much
Net Amt. 211.70
Deposit 196290
Paid Outs 13255
Oil
Produce 232
Goods Returned
Total 211.69
Total 211.86

I run a little single-column advertisement three inches deep, surrounded by a certain kind of heavy rule, in the newspapers every day. The remarks in these advertisements are as brief as possible and refer generally to special sales that we are putting on. I frequently enlarge the advertisement to two columns just before putting on a big special.

I have at least one—sometimes more—of these "specials" every Saturday. On Saturday, for example, I gave away a "bungalow apron" with a ten-pound bucket of lard. I sold two cars of lard that day. I frequently sell "dollar collections," embracing half a dozen or more articles; for example, a twenty-four pound sack of flour, a package of soda, a can of corn, a box of matches, a package of rolled oats. These collections are always decided bargains, and customers like them. By this method I can introduce to the customers certain lines of articles which they have perhaps been slow to take hold of.

I bought oranges by the car during the past winter, and frequently sold them by the peck instead of by the dozen. This appealed to people as being a generous way to sell oranges, although in reality they got but little more for their money than when they bought from me by the dozen. Even at that, my offer was a bargain.

I also decided upon another Saturday as "Ham Day." Some of my competitors had been advertising hams as great bargains at nineteen and twenty cents a pound. On Monday I announced the sale, and stated that hams would be sold at less than twenty cents per pound. On Tuesday, I admitted that hams would be less than nineteen cents. This eliminated the competition. On Wednesday I stated that I would sell hams at less than eighteen cents. By this time people were excited and were telephoning in to the stores to find out just how cheaply hams would be sold on Saturday. Thursday I said "less than seventeen cents," and on Friday I came out and acknowledged that on Saturday I would sell hams at sixteen cents a pound. The sale was a big success.

Although I run newspaper advertising regularly, I really believe our best medium to be the ten by fifteen-inch hand bills which we print on our own press and distribute every week, advertising our Saturday specials, but mentioning other bargains as well. Each store receives enough of these bills to cover its own particular territory, and they are passed from house to house.

My belief in the effectiveness of this form of advertising may be justified by

a reference to the first day's business of a new store opened last year. We keyed this advertising carefully. Of the people who entered the new store on that day, 432 brought clippings or told where they had learned about our bargains. Of these, 425 referred to our advertisements in the daily papers.

We have a large mailing-list and occasionally send literature through the mails, but I can find nothing to beat the hand-delivered dodger. Our stores in the more remote suburbs, however, which enjoy a good country trade, mail the handbills to those who are too far away to be reached by messenger.

Practically the only selling arguments I use relate to prices. My newspaper advertisements and handbills are crammed with prices, and when you enter one of my stores, prices leap at you from all corners. Everything in sight is tagged. That is one of the factors that is helping most to build up my business. I drive home to people the fact that I am consistently and persistently trying to sell goods a little cheaper than anyone else.

MILK FOR TORONTO MAY ADVANCE 25 PER CENT.

There is an agitation on the part of the Milk Producers' Association to increase the price of milk to the Toronto retailer. Up to the present the contract price has been $2 per can of 8 gallons. This contract has still some time to run, but on its expiration it is urged that the Milk Producers' Association must raise the price to $2.50 per can. This is an increase of from about 6 cents a quart to 7¾ cents per quart. The reason given for this suggested change of price is the shortage of the fodder crop of this year, and the fact that there has been a decrease of 7,000 producing cows owing to the difficulty of supporting them during the winter.

CALIFORNIA A COMING DISTRICT IN THE NUT GROWING INDUSTRY

The California walnut is a new comer on the Canadian market. Last year was the first year when there was any appreciable sale of this commodity in Canada. The California walnut has been quite an item in the trade on the other side of the line for some years past. The average shipment of these nuts up to 1914 was 25,000,000 pounds per year. Last year there was a considerable increase over this amount, but this year again the crop was light. The gradual expansion of the growing area however has more than compensated for a lightness of crop, and it is safe to say that there was at least 25,000,000 lbs. produced this year. These nuts are packed in barrels of 120 pounds, bags of 100 pounds, or cases of 60 pound cartons. They are sold under four grades Jumbo's 1¼ inch, fancy budded 1 1-16, No. 1. 1 inch and No. 2 under one inch. The nut growing industry of California is still in it's infancy but every year sees a very considerable increase in the number of growers interested in this product, and California will unquestionably have to be reckoned with in the nut markets of the world. Up to the present the comparatively light shipments have not been able to meet the demands of the trade.

CANADA'S OYSTER ASSETS

There are few countries that have more natural advantages for the culture of oysters than Canada. There are enormous areas suitable for this work, and the cool northern waters produce an oyster of unquestioned superiority. Yet the oyster beds of New Brunswick, Prince Edward Island, and Nova Scotia, have been allowed to become largely depleted, while we as a nation, celebrated for our fisheries, have been compelled to import nearly a half a million dollars' worth of oysters annually, mainly from Rhode Island and Delaware. Recently, however, public opinion has been aroused and energetic measures have been taken to remedy the fault. Over five thousand acres have been sown in Prince Edward Island alone, while similar measures have been taken in the other maritime provinces. Under these improved conditions, it should only be a few years till Canada instead of being a debtor for oysters should become one of the largest creditors.

CANNING INTERESTS IN LEGAL BATTLE OVER ALLEGED BREACH OF CONTRACT.

A writ has been issued at Osgoode Hall on behalf of the Canadian Canners against the Port Burwell Canning and Evaporating Co., claiming damages to the extent of $6,070 for breach of contract in the non delivery of tomatoes. According to the plaintiffs the Port Burwell factory was a member of the Canadian Canners organization under a three year contract, which contract has still another year to run. The manager of the Port Burwell factory it is claimed took exception to the opening price of the Canners, and notified the canners that he considered his contract cancelled. A director of the canners we are informed, went to explain the situation to him but in the meanwhile he had sold his output. The Canadian Canners urge that this is a breach of contract and are suing not only for the actual loss occasioned by the failure to deliver this years stock, but the probable loss on the unexpired balance of the contract.

There is another action pending also in which the Canadian Canners are the plaintiffs, this is against the Trent Valley and Frankfort Canning Companies. The amount in question in this instance is between $70,000 and $80,000. The contention of the Canadian Canners is that they entered into an agreement with the defendant companies through their manager to purchase the entire output of the concerns for a period of three years. This agreement according to the plaintiffs was ratified, but they claim that the defendant companies through their manager otherwise disposed of their goods to the financial loss to the plaintiffs. They have therefore taken action to recover the probable profits of the deal in question.

A MISAPPREHENSION REGARDING MARASCHINO CHERRIES

A general impression has gone abroad that Maraschino cherries contain enough alcohol to render their sale an infringement of the law. This is, however, quite an erroneous impression. There are several firms in Canada who prepare these goods for market. In these, we are informed on the best authority, there is no alcohol at all. In the imported Maraschino cherries there used to be a considerable percentage of alcohol, but these conditions are a thing of the past. The Maraschino flavor is, of course, a flavored alcoholic solution itself. It is made from the Dalmatian cherry, with an almond taste that is derived from the cherry pit. The slight taste of alcohol present in this flavoring is so very slight that it can not be called an alcoholic extract. These cherries are still manufactured on the continent, in some instances with alcohol, but such goods when they contain alcohol in other than the minute quantity noted above are banned from Canada by the Customs Department regulations. The Maraschino cherry is, therefore, a perfectly legitimate article of trade, and can be sold in any quantity without infringing any statute.

McNichol & Brown, Shavnavon, Sask. —"The fall number was a very good paper indeed."

Blue Bros. & Co., Eustes, Que.—"The fall number is so good that we will leave it to others to make suggestions, we can think of none."

Crown Grocery Co., wholesale grocers, recently opened at North Battleford. Sask. This is a branch of the Nash organization.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

Mathews & Co., of New Waterford, Nova Scotia, grocers, have dissolved.

Ontario

Royal Coffee Co., Toronto, have sold out to J. A. Sisson.

R. E. Elsley, Bronte, is giving up his grocery business.

G. N. Timmins, Washago, is closing his grocery business.

J. M. Lord, Windsor, has sold his grocery store to Wm. Jeffs.

W. S. Morrison, general merchant, at Sprucedale, has sold out to E. Elliott.

Thos. Sandlos, of John Sandlos & Son, grocers, Hanover, is confined to his home through illness.

H. R. Fair, for many years manager for Brocklebank's, Limited, Arthur, is opening a grocery store.

The store of T. A. Rowat & Co., London, was entered by burglars on Saturday, December 2, but not much of value was taken.

Canadian Canners, Ltd., Toronto, have entered action at Osgoode Hall against the Fort Burwell Canning and Evaporating Co., to recover $6,070 damage for alleged breach of contract by reason of non-delivery of tomatoes.

One side of the building occupied by the Pure Food Products Company, was blown out about two feet from the ceiling, when some chemicals exploded at No. 2 McCaulay avenue, Toronto. Although the force of the explosion was great, no one was injured. The damage to the building is estimated at about $75.

Western Provinces

S. M. Lee, Beausejour, Man., has discontinued.

Cudmore & Westcott, Halkirk, Alta., have dissolved.

Mrs. E. S. Stalken, grocer, Canuck, Sask., has left there.

Zacharias Bros., Herbert, Sask., sold his store to D. Brownstone.

C. B. Booth, Winnipeg, Man., has sold his grocery store to M. McLean.

M. Goorevitch, Saskatoon, Sask., is discontinuing his grocery business.

Herman Lazarensco, Saskatoon, Sask., is discontinuing his grocery business.

J. S. A. Lapointe, Edmonton, Alta., has discontinued his grocery business.

J. R. Bohlea, Waldeck, Sask., has sold his groceries and meat business.

A. Sternberg, Stockholm, Sask., has been succeeded by Stockholm Supply Co.

Louis Levesque, Edmonton, Alta., suffered loss by fire to his grocery business.

Leonard & Flanagan, grocers, Medicine Hat, have dissolved, Leonard continuing.

J. Ross, grocer, Winnipeg, suffered loss by fire. The loss was covered by insurance.

O. Uretsky & Co., Edmonton, Alta., has sold his grocery business to J. H. Ross.

Dederer Bros., Winnipeg, are opening a branch grocery and meat store at Prussia, Sask.

R. H. Irwin, Saskatoon, Sask., has been succeeded by Jones & Co., in his grocery business.

John Galt, of Blue Ribbon, Ltd., Winnipeg, has been elected president of the Winnipeg Canadian Club.

W. St. Germain & Co., Summercone, Sask., have been succeeded in their general store by O. Beaubien & Co.

W. G. Douglas, president of the Carnefac Stock Food Co., Winnipeg, Man., has sold his interest to McMillan Bros.

Edward Foran has opened a new store at the corner of Sargeant and Lipton streets, Winnipeg, carrying a full line of groceries and confectionery. Mr. Foran was formerly in business at 324 Notre Dame street, Winnipeg.

Lieut. H. W. Huxley, son of Joseph Huxley, manufacturers' agent, Winnipeg, who has been in the trenches for the last eighteen months, has been in an English hospital after being wounded for the third time, but is expected back at the front early next year.

Quebec

J. Alexandre Naud and J. Prudent Naud, grocers, Montreal, have registered.

D. N. McDougall of the staff of the Lake of The Woods Milling Co., Montreal, has gone on a fortnight's vacation.

W. Carmel has purchased the business of Francois Rivas fruit and vegetable merchant, Bon Secours Market, Montreal.

J. E. Hockins of the D. Hatton Fish Co., has returned to business after a short rest and recreative holiday in the country.

J. L. Freeman of the staff of H. D. Marshall, Broker, visited Ottawa on business this week, and E. D. Marshall paid a business visit to Montreal.

W. H. Edgett, one of the prominent brokers of Vancouver, B.C. visited friends in the business circles of Montreal last week while making a tour of the Eastern markets.

A. Riopel, potato and vegetable merchant, has opened premises on the hill, (Jacques Cartier Place) Bon Secours market, Montreal. This indicates growth of the market Northwards.

Major Hugh A. Green, Director of Fish Supplies to the Canadian forces, and a director of the Canadian Fisheries Association was in Montreal last week attending to business of his department.

Several leading fruit and vegetable merchants of Quebec City paid their final visit to Montreal markets just before close of navigation last week. Amongst them were J. Seymour of the Dominion Fruit Co., G. Beauchamp, G. B. Thibaudeau, and A. Coulombe.

Lt.-Col. J. A. Gunn, (Head of the Firm of Gunn-Langlois Ltd. Provision Merchants, Montreal) who was appointed to a staff position after two year's active service in France is now Chief of the General Staff of the New Brighton Training Division, an important post.

The A. R. Whittall Can Company, Ltd., Montreal has taken over the business of A. R. Whittall. Messrs. A. R. Whittall, D. S. Whittall, and F. R. Whittall will continue ownership and management of the new company, and no new capital has been brought in to the business. The new firm came into being on December 1. Ed. Hunt, 128 Colony St., Winnipeg is appointed Western representative.

Importers of Canadian flour, in Montreal, are urging the authorities to extend the time for completion of the contracts before enforcing the new Board of Trade regulations limiting the percentage of white flour. They also ask for a representative of Canadian interests on the Government Advisory Committee, so that British millers may not be given an advantage over Canadian competitors.

Mr. Z. Hebert, of Hudon Hebert et Cie, one of the most enthusiastic moving spirits in the developing of the Bonne Entente between Quebec Province and Ontario, is named amongst the members of the newly appointed permanent executive. The Quebec delegates are shortly to visit Ontario, the probability being that Toronto will be visited in the early part of the week on January 7 and following dates, 1917. Following is the permanent executive of the Bonne Entente Committee of thirty-four members: Sir George Garneau, of Quebec, chairman; Mr. J. M. Godfrey, of Toronto, vice-chairman; Hon. L. P. Pelletier, Judge of the Court of Appeals, Quebec; Mr. Z. Hebert and Mr. Huntly Drummond, of Montreal; ex-Mayor Hebert, of Sherbrooke; Mr. S. R. Parsons, and A. E. Ames, of Toronto; Kirwin Martin, of

Hamilton, and Lieut.-Col. Mulloy, of Kingston.

Montreal fish trade circles note with satisfaction that fish day was observed with due regard to its importance in Prince Rupert, B.C. where a luncheon was held, and the address of the occasion was delivered by T. H. Johnson manager of the Canadian Fish and Cold Storage Co.

Peter Kearney, President of the firm of Kearney Bros., tea and coffee merchants, Montreal, who has been ill for a long time is making a wonderfully good recovery under new treatment recently advised. He has been able to visit his offices after prolonged absence, looks improved in health, and is so decidedly on the mend that it is fully expected that after a few more weeks he may be able to renew business acquaintances of twenty-five and more years' standing throughout Ontario and Quebec, in which provinces Mr. Kearney is one of the very best known tea merchants.

CANADIAN CANNERS INCREASE SCOPE OF BUSINESS

The Canadian Canners are contemplating the widening of the scope of their activities. Up to the present the various members of the organization are bound only to dispose of their pack of vegetables through the Canadian. Canners. It is proposed now to so widen the scope as to take all fruits packed as well. This plan has met with the approval of all the members of the company who have been approached up to the present, and there are only a few canneries whose assent has not been gained. There is no likelihood, however, that there will be any difficulty in this regard, and the coming year will probably see the Canadian Canners handling the whole output of the factories that are members of their organization.

CARTAGE CHARGES

Secretary of Winnipeg Retail Merchants' Association Wants Matter Affecting Country Merchants Looked Into

At meetings of retail merchants wherever held, the question of cartage charges to merchants in the country has invariably arisen, but has never been satisfactorily settled. The following letter bearing on this subject written by the secretary of the Winnipeg Retail Merchants' Association to the general manager of the Canadian Credit Men's Trust Association will be read with interest by Western merchants generally:

Nov. 25, 1916.

Henry Detchon, Esq., General Manager, Canadian Credit Men's Trust Assn., City:

Re Cartage Charges.

Dear Sir,—Complying with your request, I will endeavor to present the claims of the retail merchants doing business outside of Winnipeg with respect to cartage charges which are now added to the bill of lading and paid by the merchant to the local freight agent when the charge for freight is paid. Wholesalers at present deliver all goods from their warehouses to the stores of retailers doing business in the Winnipeg district. The overhead thus incurred is provided for in fixing the price at which goods are sold. The same price is charged for these goods to the country merchant as is paid by the city merchant. Our claim is that all goods outgoing should be delivered to the freight sheds by the wholesaler. If this is not done. the country merchant is paying cartage charges from the warehouse to the cars and in addition is bearing a portion of the expense of delivery to the stores of city merchants.

At present the cartage company may call at a warehouse and receive a number of shipments billed out by a wholesaler. The larger percentage of these carry a minimum charge of 20c, while if they were despatched as a consolidated shipment from the wholesale house to any of the railway companies, a charge of three cents (3c) per hundred would be in order, and a great saving could be made. Apart from any consideration as to a saving and assuming that such were impossible, the goods sold to country merchants should be invoiced f.o.b. cars Winnipeg, and the expense of cartage taken care of by the wholesaler, this expense being treated the same as the delivery expense incurred by delivery in Winnipeg.

This is a question which has been a grievance with retailers throughout the country for many years and is one that should be handled by the wholesale trade without delay.

Yours truly,

J. H. Curle,

Secretary.

A WORLD TRADE LEADER

A man greatly missed by all in touch with the tea and rubber trade over a wide area of world trade in these articles, is the late Mr. Arthur Lampard, one of the directors of Harrisons & Crosfield, Ltd., Montreal. Since his sudden and quite unexpected death in London three weeks ago, his personality has been missed in countless commercial circles in which his wide experience, energy, and intimate knowledge of the trade had exercised invaluable influence. It is said of him that he built up the rubber industry in its recent rapid advance. For ten years previous to his passing, he largely developed tea and rubber plantation companies in India, Ceylon and the East Indies.

NOTICE TO SHIPPERS OF PRODUCE.

The undersigned were appointed a committee by the Joint Committee of Commerce and Agriculture of the Manitoba R. M. A., to report on "Marketing Produce in Manitoba."

As members of this Committee we desire to protect shippers of produce against loss through dealers who practice any form of dishonesty. We, therefore, would recommend that shippers take the precaution of getting a report on consignees if in doubt as to their reliability before making shipment.

This Committee would be willing to furnish such reports. Comunications can be addressed to any member as follows:

R. C. Henders, President of Grain Growers' Association.

R. McKenzie, Secy. Canadian Council of Agriculture.

J. H. Curle, Secy. of the Manitoba Board of the Retail Merchants' Association of Canada, Incorporated

OTTAWA GIVES CAUSE FOR HIGH BUTTER

At least one reason for the extremely high price of Canadian butter and cheese is contained in an announcement by the Trade and Commerce Department giving statistics of the registered imports of the United Kingdom for the months of August, 1915 and 1916. In the former month imports of butter were 1,420 cwts., and in the latter 23,150 cwts. The comparative figures for cheese were 188,928 and 265,250 cwts. Eggs increased from 72,748 to 82,710 great hundreds (a "great hundred" is 120.)

Said the Little Puddle Duck to the Little Red Hen, "I haven't sold an egg since I don't know when. Business for me is a losing game, but you seem prosperous just the same."

Said the Little Red Hen to the Little Puddle Duck, "Business isn't always a matter of luck. You work as hard and produce a line of eggs that are really as good as mine. Your merchandising methods you need to revise. If you want to be successful you must advertise. Don't wait for buyers to hunt for you, but tell your story, the way I do. When you produce an egg you just waddle away, but I spread the news all the rest of the day and that, I believe, is the reason men prefer my eggs," said the Little Red Hen.—Stolen.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE outstanding features in the grocery markets during the week have been the decline of 60c per barrel in flour and the easier feeling in the sugar market. Millfeeds on the other hand have advanced and are likely to continue firmer, due to the new regulation of the British Government that the flour purchased for the use of the troops must have a higher percentage of shorts and middlings. It is estimated this provision will add about 10 per cent. to the available flour supplies. But it will decrease the supplies of millfeeds by an equal amount.

Both live and dressed hogs have advanced again. Hogs now reaching the market are of better size and dealers do not have to sacrifice them in order to dispose of them. Butter held steady during the week, with decline in the consumption noted. Eggs are firm with very few strictly new-laids reaching the market. Dressed ducks, geese and turkeys are firmer and have advanced slightly. Honey is also firmer, due to large consumption. Cheese on the other hand is slightly easier, due to the arrival of winter cheese on the market. All dried fruits are holding steady. Teas are firm. Boxed cereals in certain instances have advanced in price. Other advances in these are anticipated. Business has been fairly good during the week, but the trouble with shortages and freight deliveries continues to be a perplexing one.

The canned goods situation is still unsettled, and some wholesalers are quoting prices on canned tomatoes at lower figures than the canner's quotations. There has been a noticeable falling-off in the demand for canned goods, due no doubt to the high prices asked. Fewer American lines have come in this week than in previous weeks. In dried fruits, the currant situation is the centre of attraction. The latest developments in Greece have upset all calculations of importers and in the present state of the market prices on currants are merely nominal.

QUEBEC MARKETS

MONTREAL, DECEMBER 5.—Indications seemed to point this week to the fact that the markets have about reached the top price levels, and that there might be a period of steadiness, if not an actual commencement of the downward trend. The whole impression, however, might be due merely to the conditions affecting wheat, the decline in flour having held until date of writing, and the market then being unsettled. With the outlook, however, still pointed in the direction of higher flour prices the general opinion as to other commodities might be erroneous, or brought about by merely passing conditions. Flour was easier; feeds were firmer. Provisions were unchanged. Eggs a little firmer, fowl a little firmer, butter and cheese unchanged. Canned goods are easier, sugar easier, cereals a little firmer. Barley and beans were reported scarce, but prices were unchanged. Nuts are in firm condition of market, and Tarragona Almonds rose in price. Currants are merely nominally quoted now as supplies are so hard to get. Package teas are up from 4 to 5 cents per lb., and all teas are firmer. Molasses and syrups are very firm. Coffee is as quiet as ever, and while some shadings down are noted in fruit and vegetables, fish prices are rather firmer.

Canned Goods Are Slightly Easier

Montreal

CANNED GOODS.—After the excitement of the past few weeks, canned goods appear to have returned to safer and saner levels, but the mixed condition of market referred to last week still maintains rather vexingly to the wholesale trade and certainly so to the retail trade. Wholesalers are at present pricing canned tomatoes lower than the canners' quotations by quite a few cents, the fact being freely admitted that there had been a distinct falling off in demand for canned goods when prices ran aloft to the levels of early quotations. At the lower quotations demand seems steady. Fewer American goods have been coming in of late according to report. Following prices represent the average market quotations apart from contract orders. Some favored 'open place' contractors for canned goods seem to have been able to get supplies cheaper, but not to any great extent.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 60
Chums, 1-lb. talls	1 20	1 45
Pinks, 1 lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1 lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 60
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 2½s	....	2 15
Peas, standards	....	1 50
Corn, 2s, doz.	....	1 60
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 70	1 75

Sugar Finds Market Rather Weaker Now

Montreal

SUGAR.—Refined sugar dropped in price in New York, the Federal Refinery which had been ten cents higher than the rest of the market, coming right down in line with the other concerns in a drop of thirty cents for the market generally and forty cents for the Federal Refinery. Montreal prices which made the downward movement earlier remain stationary meantime, with sugar in a weaker market. Raw cubas are now quoted at 4⅝, with 4¾ asked by the holders. Some wholesalers look for lower sugar prices in Montreal, but with a market vision that takes in more distant prospects some are inclined to think that there will come a short sharp rush up in sugar values just before the new crop gets well on the market. The new crop is a most promising one, and might go 600,000 tons better than last year's, but it is early to predict; Canada's 1916 wheat crop was immense in early months, yet there is a shortage of wheat to-day. At the lower prices local business in sugar is fairly brisk.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 80
Acadia Sugar Refinery, extra granulated	7 70
Yellow, No. 1	7 40

Special icing, barrels	8 15
Powdered, barrels	7 95
Paris lumps, barrels	8 40
Crystal Diamonds, barrels	8 40
Assorted tea cubes, boxes	8 40

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. bags, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Hopes One Ship of Currants Sailed

Montreal

DRIED FRUITS.—It may safely be declared now that prices quoted for currants are merely nominal as far as many of the largest wholesalers are concerned. There will be very few currants indeed in the Christmas pudding. Importers knowing that spot stocks have been running short have made strenuous efforts to bring in another cargo or two, but what with one trouble after another, direct ships cancelled, cargoes get into holds and hauled out again, congestion at New York when indirect shipments were managed, and the fresh outbreak of really ugly trouble in Greece the currant business has gone beyond human aid from this side of the ocean, and dealers here look more to luck than to good judgment to help supplies along. There is a vague hope that a certain currant cargo for a large importer in Montreal got through and away to sea before the latest trouble broke, but this is merely a hope not a certainty. The market for other dried fruits is much as it was last week, no changes being reported.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	....	0 20
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 10
Fards, choicest	....	0 12½
Hallowee, 1-lb. pkgs.	....	0 10
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 3-crown, lb.	....	0 10½
Muscatels, 4-crown, lb.	....	0 09½
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Short and in Firm Market

Montreal

MOLASSES AND SYRUPS.—There has been no change this week in the price of molasses after the increase of a couple of weeks ago, but the market is very firm, and further increases are looked for. It is certain that supplies in Montreal are short of the amounts in stock in previous years, while demand is by no means slackened. The shortage of molasses means a brisk business in all lines of corn syrups, and syrups are certainly going strong. Glucose too, is in very strong and active market. The supplies of genuine maple syrup on the market are likely to run very short as the months draw towards the season of the new crop, and the price is very firm.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of	Montreal.
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Rice Being Bought Instead of Barley

Montreal

RICE AND TAPIOCA. — Because barley is so scarce rice has been in better demand. Rice is remarkably low priced as a foodstuff in Montreal at present. There are grades of rice on the market which can be bought as low as four cents a pound. Barley is a good deal more expensive than that. Rice was one of the substitutes for potatoes which the Montreal Housewive's League recommended in their campaign by 'boycott' against high prices for potatoes. Potatoes came down a shade, but there are opinions on the market that rice may go up. Cost of selling rice is on the increase, sacks for instance are 100 per cent. dearer, and this suggests an impending increase in price, but so far the idea only is mooted. Tapioca is in smaller supply, greater demand, and a firming market. The price in Montreal remains as last week however.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs. 7 50	8 00
Patna (fancy)	7 50
Patna (good)	6 50
Tapioca, per lb.	0 09½

Farmers Hold on to Their Beans

Montreal.

DRIED VEGETABLES.—Beans and barley continue to be the scarce items in the market for dried vegetables. Californian growers do not come readily to the rescue, in fact importers find it very difficult to do practical business with them at present owing to their tendency to back down suddenly from quoted prices on receipt of wires of acceptance. Apparently the growers are holding on to such stocks as they have for highest possible prices. Canadian farmers also seem inclined to keep firm hold of their beans, now that a few farmers have let go at considerable prices. Some farmers of course make it a rule not to sell their beans until March. Peas are more plentiful but firmly priced, and barley is decidedly scarce.

Beans—		
Canadian 3-lb. pickers, per bushel	....	7 20
Canadian hand-picked	....	7 50
Canadian 5-lb. pickers	....	6 60
Yellow Eyes	....	6 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	....	7 50
Barley (pot), per bag 98 lbs.	....	5 75
Barley, pearl, per bag 98 lbs.	....	6 50

Tarragona Almonds Increase in Price

Montreal

NUTS.—To Tarragona almonds this week belongs the distinction of being the only line to show a marked advance. Still an advance is expected in Sicily Almonds which are being quoted by the wholesale at prices only a quarter of a cent better than those demanded by the importer. The whole market for nuts is very firm, and higher prices may be expected on all imported lines from the European countries. Conditions of serious congestion continue at New York making delays in getting shipments through. There is no hint as yet of relief from California nut-growers, and the Manchurian variety of walnuts remain slow on the market as regards old shipments but with some word of new shipments expected.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 38	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 44	0 46

Firmness in Tea May be Lasting

Montreal

TEA.—A large firm of packet tea merchants increased prices for their product by five cents a pound during the past week or so, and their action was held by the trade to be fully justified by the

general trend of the market which, as CANADIAN GROCER has pointed out, is of firmer tendency lately. Low grade teas especially went firmer and have still some firmness in front of them in market opinion, but all grades are firmer as well as lower grades. There has been a hint on the market that the next big sensation in tea may be a duty upon its importation, though this idea is not allowed to gain much weight amongst merchants who consider that the Canadian Government must inevitably go warily in taxation of foodstuffs, as has been the rule in the past. But the war has changed much that was "permanent" in the past, and there are tea merchants who would not be at all surprised to find a duty imposed upon tea imports to Canada. That the imposition of a duty on tea would not retard consumption of the commodity is the general opinion so far. Local wholesale demand has been good of late, jobbers buying to protect themselves against expected further firmness.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee Cannot Get Out of Dull Days

Montreal—

COFFEE.—Demand for coffee in the lands coffee can reach is as good as ever, even better, but prices rule at the moderate levels of months past because the greatest consuming countries are within the iron circle of war over which coffee cannot pass. That higher prices would please merchants who are compelled to wrestle with the advance of all expenses connected with their business, is certain, and an advance in coffee prices would only bring coffee into line with all other commodities in these days. But the factors in the operation of the Law of Demand and Supply which produce changes in price are idle as regards coffee, or rather they are so restricted by the effects of the war that their operation is not noticeable to any extent. A change is due, however, and may come.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Cocoa Keeps in Straight Market

Montreal

COCOA.—The market for cocoa and chocolate remains much as it was last week, with consumption increasing owing to the coming of cold weather, and prices unchanged. Owing to the increased prices of containers, the market regards canned cocoas with interest half-expecting that prices for cocoas in tins may yet increase, but there is no hint given yet as to any prospect of this taking place. The main imported lines of cocoas are still in unchanged market, but the conditions as regards freights may operate to produce firmness in these lines, as also the line made in Canada through effect on importation of the raw material.

Cocoa—	
1 lb. tins, per doz.	4 60
½ lb. tins, per doz.	2 40
¼ lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 90

Pepper is Firmer; All Spices Firm

Montreal

SPICES.—In all respects the market for spices looks for advancing values. Prices are firming for almost all lines, and especially for herbs. There is almost certain to be news before long of shortages in many lines of spices, and corresponding price increases. Peppers have advanced by a cent and a half to two cents a pound. The primary markets are higher than New York, and it is still possible to obtain peppers from Montreal firms at prices that compare favorably with the markets of origin. But the tendency in peppers with all lines of spices is firmer. French marjoram (used for poultry dressing) has gone up considerably. Imported caraways are at simply nominal prices. Canadian caraways at 30c to 40c a pound. Mustard is in very firm market, and warnings are given in the New York market that the outlook in spices for the next ninety days is all to firmness, and after that too uncertain to predict.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	—....	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 29
Mace	—0 80	—....	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 20	0 87—0 95	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	—....	—....
Turmeric	0 21—0 23	—....	—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Advent Season Adds to Fish Business

Montreal

FISH.—The season of Advent is now well begun, and this means an extra Fast Day every week from now on to Christmas, which implies a double volume of business in sight as regards fish. This, coupled with the scarcity of a few lines will have a tendency to send prices up to a still higher level. Demand has been, and is, actually very good, and as supplies are limited, the trade is looking for higher prices, and as big a turnover as can be expected. The sensation of the week is the high price level attained by green codfish, and Labrador herring, which have gone up to unheard of records. In the frozen fish line the situation is about the same, and is expected to be relieved somewhat when the cold weather strikes out on the lakes and helps production of dore, jacks, whitefish, and lake trout. The same would apply to the eastern coast for the production of tommy-cod, smelts, haddock, and codfish. In the shell and bulk oyster business trade is very active. Prices rule as last week.

SMOKED FISH		
Haddies	0 10	0 12
Haddies, fillet	0 12	0 13
Digby herring, per bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		8 50
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		12 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 40
Prawns, Imperial gal.		2 50
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH SEA FISH		
Halibut	18	—20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH LAKE FISH		
Pike, lb.		0 12
Perch		0 10
Whitefish, lb.		0 15
Lake trout		0 15
Eels, lb.		0 10
Dore		0 15
Smelts		0 15
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00

Potatoes Decline; Oranges Easier

Montreal

FRUIT, ETC.—As a result (it is claimed) of the Housewives' "boycott" potatoes are down a shade in price this week, the decline being about 10 cents per bag. The 80-pound bag of Green Mountain potatoes sells now at $2 instead of $2.10 last week, and in some markets could be had at $1.90 instead of the $2 figure asked in those quarters last week. Boston lettuce is down to $1.75 for two dozen, instead of $1.90. Cabbage is still quoted as last week, but is going up in market opinion to higher figures. Vegetables are all at about the same figures as ruled last week. In fruits, oranges are coming in more freely at 22c per doz., which is considered cheap, as the case of 144 is usually worth $3 wholesale. Navels are down 25c per box to $4.25; Jamaicas show a shading of 25c down. New Messina lemons are up 50 cents a box. Grapefruit are a shade easier at $2.75 to $3.25. Cranberries are at $13 per barrel, and apples are quoted as last week, with a scarcity of Spies reported. Spies are at $6 per barrel.

Oranges (Louisiana), per box		$3 50
Oranges (Cal.)	5 50	6 00

Oranges (Jamaica)	3 00	....
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
California Emperors, per keg (40 lbs.)	....	7 00
	No. 1	No. 2
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....
Brussels Sprouts, per doz. bunches	....	1 00
Brussels Sprouts (quarts)	....	0 15
Cauliower, per doz. bunches	....	3 00
Celery (N.Y.), per crate	....	5 50
Celery (California) crate	....	7 50
Onions, red	....	2 50
Onions, Spanish, per crate	....	5 75
Potatoes, per bag (80 lbs.)	2 10	2 15
Carrots, per bag	....	0 75
Beets, per bag	....	1 00
Parsnips	....	1 00
Lettuce, Head, doz.	....	0 75
Lettuce, Curly, doz.	....	0 50
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	1 75
Tomatoes, hothouse, lb.	....	0 25
Horse Radish, per lb.	....	0 20
Cabbage, doz.	....	0 75
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	1 50	2 00
Pumpkins, doz.	....	2 50

ONTARIO MARKETS

TORONTO, Dec. 7.—Business has been fairly good in all grocery lines during the week. Shortages in many lines still continue, of course, and there is ever present the question of getting freight deliveries. Many lines are running low, and if deliveries are not better there may be a still further shortage. There was a steady tendency quite generally in the grocery market during the week. Upward advances have not been quite as numerous. Sugar is holding in a much easier market, and declines in the Canadian refined would not come as a surprise. Flour declined 60c per barrel during the week. There is considerable uncertainty as to what the future holds in this market. There is a shortage of ships to carry the grain to the Old Land in view of the fact that many of them have been diverted to the Australian and Argentine grain-carrying trade. It is felt quite generally that the British Government has a strong hand on the wheat and flour situation. Live hogs and dressed hogs were firmer during the week, and advances were recorded. Teas were also firm, although the prices did not advance locally. With the package tea men there has been quite an increase for the most part all along the line. Cheese is slightly easier in market, due to arrival of winter product. Dried fruits continue high and scarce.

Easier Market in Sugar During Week

Toronto

SUGAR.—There is a decidedly easier tone in the sugar market during the week. Demand is very light locally, and the trade generally is in a waiting mood, watching for developments. During the first of this week American refined declined 30c per hundred, and with a spread of $1.41 still between raws and refineds in American centres still further declines are looked for in that quarter. Some of the New York refiners are now down to $7.20 per hundred. The trade is pursuing hand-to-mouth business methods. Two centrals have commenced grinding on the new crop in Cuba, which is an indication that grinding will be quite general on the new Cuban crop in the near future. There is considerable strength in the future option market for raw sugars in New York, sales of 100,000 tons for delivery in January to April to the American Sugar Refining Company having been recorded at 5.14c, freight and duty paid. Spot raw sugars are quoted at 5.64c at the present time in New York without finding any buyers at that figure. The Canadian market is in a much easier condition, and declines would not come as a surprise.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 88
Acadia Sugar Refinery, extra granulated	7 78
Yellow, No. 1	7 48
Special icing, barrels	8 23
Powdered, barrels	8 03
Paris lumps, barrels	8 50
Assorted tea cubes, boxes	8 50

In 50-lb. bags and 20 lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. gunnies, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.

Bigger Demand for Molasses in Cases

Toronto

MOLASSES.—There has been a better demand for molasses in tins during the past week, although molasses in bulk has not as yet had a heavy demand locally. For the balance of the year dealers look forward to a heavy demand for molasses; much of it will no doubt find its way into Christmas puddings and other cooking for the holiday season. Prices are held firmly. The demand for syrups of all kinds is good and prices have held steady in these.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2-lb. tins, 2 doz. in case		3 25
Cases, 5-lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls		
Cane Syrups—		
Barrels, lb., 5¼c; ½ bbls		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.	....	0 75
West India gal.	0 40	0 43
New Orleans, gal.	0 40	0 43

Corn and Peas in Good Sale: Tomatoes Slow

Toronto

CANNED GOODS.—There has been a steadiness in the canned goods market during the week. Corn and peas have been selling well, but tomatoes have had a rather light demand. There is a feeling in certain quarters that conditions are shaping toward slightly easier prices in tomatoes. Declines have been registered in the United States in this commodity, and they would not be altogether a surprise if they were recorded in Canada also. People are not buying tomatoes for consumption in any considerable quantities. They feel that corn and peas are more solid and better food value. Further shipments of pink salmon are expected from the West Coast in the near future. The market for all canned salmon goods is firm.

1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Peas, standards	....	1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 70	1 75

Oregon Prunes in Small Sizes Due to Arrive

Toronto

DRIED FRUITS.—Stocks in dried fruits are gradually dwindling to lower replenishment. All stocks of prunes in smaller sizes of 60-70's are about exhausted. Some Oregon prunes that are now on the way are expected to give some relief and supply the demand for the smaller sizes for a time at least. In the primary market, prunes are reported slightly easier. All other dried fruits have held steady during the week. Evaporated apples are in firm market, with good grades scarce. Australian currants are on the market, and are selling at 22c per pound.

Apples, evaporated, per lb.	0 10½	0 11½
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	....	0 22
Patras, per lb.	....	0 23
Vostizzas, choice	....	0 24
Cleaned, ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Packages, 3 doz. in case	3 60	3 90
Dromedary dates, 3 doz. in case	....	4 25
Prunes—		
30-40s, per lb., 25's, faced	....	0 14½
40-50s, per lb., 25's, faced	....	0 13¼
50-60s, per lb., 25's, faced	....	0 12½
60-70s, per lb., 25's, faced	....	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Stds., 50 lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.	....	0 10½
Seeded, choice, 1 lb. packet	0 12	0 13
Seedless, 12 oz. packets	0 13	0 13½
Seedless, 16 oz. packets	0 15	0 16

Peppers Still Hold in Very Firm Market

Toronto

SPICES.—All spices continue in a firm market, and in particular peppers and ginger. There is a shortage of the ginger from Jamaica, with no apparent relief in sight in the near future. Black peppers have been in firm market, with an advance recorded over the lowest quotation of 3c per pound. In the New York market black peppers have advanced 2c per pound during the week.

There is a good demand for spices of all kinds. Dealers report in certain instances that the month of November was the best in the history of their business. They account for it by the fact that retailers are putting in their Christmas stocks.

		Per lb.
Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger	0 30	0 35
Mace	0 90	1 25
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black	0 29	0 32
Nutmegs, selects, whole	0 40	0 60
Mustard seed, whole		0 28
Celery seed, whole	0 40	0 45
Coriander, whole		0 15
Carraway seed, whole	0 45	0 50
Cream of Tartar—		
French, pure	0 48	0 50
American high test	0 51	0 54

All Package Teas Are Now Selling Higher

Toronto

TEAS.—All package tea concerns are now selling at an advance of approximately 5c per pound on all grades of teas. Advances in Salada and Lipton teas were recorded in CANADIAN GROCER last week, with the statement that Red Rose would in all probability advance also. Red Rose this week was advanced 5c per pound on the retail selling price, and the interests of the retail trade have been looked after in each instance where the advances have taken place. Minto Bros. teas have not advanced as yet, but an advance in these is anticipated in the near future. The tea market is very strong. Dealers are satisfied that there will be still higher prices. There is a shortage of ships carrying teas from Ceylon and India, and this is operating to make the arrivals in the London tea market short. There is a big demand for teas locally, and in certain cases there has been a firming in local prices. We quote:

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	0 26	0 28
Orange Pekoes	0 28	0 30
Broken Pekoes	0 30	0 32
Broken Orange Pekoes	0 32	0 34

These prices do not indicate the wide range in tea values. They are for good common grades, and meant to give some indication of price movements.

Coffee Demand Heavier Than in Other Years

Toronto

COFFEE.—The demand for coffee has held good during the week. Some wholesale houses report business in this commodity as better than they have ever experienced. Other houses note an improvement in the demand with the winter months. Prices are holding steady, with little change in the primary markets. The market is perhaps one of the most quiet in the grocery trade so far as changing prices go. There is not expected to be much change in price until some definite possibility of peace is in the offing.

Bogotas, lb.	....	0 25
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

High-Priced Nuts Not a Hindrance to Sales

Toronto

NUTS.—Importers assert that high prices for nuts do not seem to be any bar against selling. Retailers take them readily at whatever prices are named and in fairly large orders. Deliveries have been very slow, and nuts are consequently becoming scarcer. Shelled Brazil nuts are scarce and high in price, selling for 65c per pound. Shelled Pecans are high in price, and even higher prices are looked for in certain quarters. There is a firmness in filberts, being now quoted at 18c per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Marbots	0 16½	0 17
Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 11	0 14
Brazil nuts, lb.	0 18	0 22
Cocoanuts, per sack	....	7 00
Shelled—		
Almonds, lb.	0 42	0 45
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.	....	0 65
Pecans, lb.	....	0 85

Big Demand for Rice Because of Cheapness

Toronto

RICE AND TAPIOCA.—There has been a big demand for rice, due in all probability to the realization of the comparative cheapness of the food. It is one of the few commodities that has not advanced materially in price. Prices have held steady during the week. There has also been a good demand for tapioca, with no better prospects of filling the requirements owing to the shortage of supplies in the primary markets. Locally the price of tapioca is firmer, and is now selling from 10c to 11c per pound, an advance of ½c.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	4 50	5 00
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna, fancy	6 00	6 50
Patna, good	5 00	6 00
Tapioca, per lb.	0 10	0 11

Ontario Beans Firm With Good Demand

Toronto

BEANS.—There has been a heavy demand for beans during the week, with Ontarios very firm and quoted as high as $6.75 per bushel for 1-lb. to 2-lb. pickers. Rangoons are also firm, the ranging being from $5.50 to $5.90. Some cheaper Indian beans were in the market, but these were claimed by some to be old stock and of hardly the same quality as the importations of the present season Limas are also firm, being quoted up ½c.

Ontario, 1-lb. to 2-lb. pickers, bush.	6 50	6 75
Rangoon, per bushel	5 50	5 90
Japanese, per bushel	....	6 00
Limas, per pound	0 09½	0 10½

One Milling Concern Advances Package Oats

Toronto

PACKAGES.—One of the large milling concerns advanced their product 50c per case to take effect the first of the present month. Purity oats is the brand in question. It is expected other milling concerns will follow upward about the first of the year. The increased cost is stated to be necessitated through the big advance in the cost of pulpboard to make the boxes, together with the cost of dyes for printing. There has been a heavy demand for certain kinds of package cereals.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 25	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	....	0 08½

Supplies of Fresh Fish Drawing to End

Toronto

FISH AND OYSTERS.—The season for the fresh lake fish is drawing to a close. Bad weather and storms are operating to keep the fishermen from delivering. In the smoked fish the Ciscoes are firmer in price by 1c per pound. They are coming in better quantity and the demand for them has been good, but the materials entering the manufacture of the boxes has operated to send prices upward. Smelts are now coming to the market in fairly good quantity, and for the No. 1's are selling at 12c per pound, and No. 2's at 7c per pound. Frozen mackerel is reaching the market, and is quoted at 10c per pound. In the pickled and dried fish, Labrador herring are arriving freely, and are quoted at $3.75 per keg and $7.25 per barrel. Salt mackerel are quoted at $2.25 per kit or small barrel. Winkles, a species of shellfish, are reaching the market, and are quoted at $1.75 per bag. Codling is now off the market. The demand for fish has been good, running more to the smoked and dried varieties.

SMOKED FISH.		
Ciscoes, per lb.	....	0 13
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	....	0 12
Digby herring, bundle of five boxes	....	1 00
Smoked boneless herring, 10-lb. box	....	1 50
PICKLED AND DRIED FISH.		
Labrador herring, keg	....	3 75
Labrador herring, barrel	....	7 25
Salt mackerel, kits	....	2 25
FRESH SEA FISH.		
Crabs, per dozen	....	2 50
Halibut, frozen	0 15	0 15½
Cohoe salmon (red), frozen	....	0 14
Qualla salmon (pink), frozen	....	0 09
Haddock, fancy, express, lb.	....	0 08
Steak cod, fancy, express, lb.	....	0 10
Flounders, Maritimes		0 09
New York		0 10
Mackerel, frozen, lb.	....	0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 10	0 11
Smelts, No. 1, lb.	....	0 12
Smelts, No. 2, lb.	....	0 07
Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel	....	8 50

Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20
Winkles, per bag	....	1 75

Porto Rican Grapefruit and Mexican Oranges In

Toronto

FRUIT.—Porto Rican grapefruit arrived in the market during the week, and are selling at $3.50 per case. Mexican oranges are among the new arrivals and are quoted at $2.75 per case. California navel oranges are easier in price by 25c per case, now being quoted from $3.75 to $4.50 per case. Some of the Californias have been touched with frost this year. Late Valencia oranges are also down in price 25c per box, now being quoted at $4 to $4.50. In the apple line, some Ontario Spys were quoted as high as $7 per barrel for No. 1's, with No. 2 Spys going at $5.50. No. 1 Nova Scotia Kings were in the market at $5.50 per barrel. No. 3 apples in the winter varieties sold for $4. There was a firmness in box apples, these being quoted up 25c per box. Fruit has been reaching the market in fairly good quantities.

Apples—		
Barrel	4 00	5 50
Spys, No. 1	....	7 00
Spys, No. 2	....	5 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 25	3 00
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	4 00	4 50
Floridas, case	3 25	3 50
Cal. Navels	3 75	4 50
Mexican, case	....	2 75
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums	....	5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case	....	3 00
Grapefruit, Cuban, case	3 00	3 50
Porto Rican, case	....	3 50
Lemons, Cal., case	....	5 00
Messinas, case	4 00	4 50
Pears—		
California, case	....	4 00
Pomegranates, case	....	4 50
Pineapples, Porto Rican	4 50	5 00

California Cauliflower in; Potatoes Slightly Easier

Toronto

VEGETABLES.— California cauliflower in pony crates, comprising twelve heads to a box, arrived in the market during the week. They are quoted at $2 per crate. Potatoes are slightly easier in price, the bulk of the quotations being $2.25 for New Brunswicks. Ontario potatoes where they are to be had are quoted at $2.15 per bag, while the British Columbia potatoes are selling at $2.10. New Jersey sweet potatoes are firmer in price, being quoted at $2 per hamper. Cabbage by the barrel are also firmer, the prices ranging from $2.25 to $3.25 per barrel. Red cabbage is also quoted at $3.25 per barrel. By the crate cabbage is selling at $3.75, containing 40 heads. A new vegetable, known as Finochio, which comes from the Mediterranean district, arrived in the market. It has somewhat the appearance of celery, with leaves that branch something similar to a fern. It was quoted at 75c per dozen. Vegetables have been arriving in fair supply.

Artichokes, Cal. French, doz.	....	1 25
Beans, green string, hamper	5 50	6 00
Beets, bag	....	1 35
Brussel sprouts, imported	0 20	0 22
Cabbage, barrel	2 50	2 75
Cauliflower, Cal., 12 in box	....	2 00
Red, barrel	....	3 25
Per pound	0 02½	....
Carrots, bag	....	1 25
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	4 50	4 75
Eggplant, each	0 25	0 30
Mushrooms, 6-qt.	2 25	2 50
Onions—		
Spanish, crate 120 lbs.	4 75	5 00
Spanish, small crates	1 65	1 75
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	3 50	3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	....	2 25
Sweet, New Jersey, hamper	....	2 00
Ontario, 90-lb. bags	....	2 15
B.C., 90-lb.	....	2 10
Parsnips, bag	....	1 50
Watercress, 11-qt.	0 25	0 50
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 70	0 75

MANITOBA MARKETS

WINNIPEG, December 6.—Generally speaking, there is no scarcity of Christmas lines. There are one or two things like Christmas stockings, which will be very hard to get. Another house reported they were sold out of stockings this week. Christmas buying by the retailer did not start as early this year, and last weekend there was every indication that dealers were exercising more care than they did a year ago. Perhaps this is more particularly the case in Manitoba where the crop has not been so good. It would be wrong to blame the short crop, because farmers are getting such high prices; at the same time, a large percentage of the crop has not yet been marketed. Jobbers expect to see the good effect of the high wheat prices around February. In Northern Manitoba where there has been a good crop, they are only threshing now, and it usually takes two months for farmers to get their money.

Considerable interest is being taken by jobbers and brokers in the high cost of living investigation which is being held by the city of Winnipeg, and everybody is wondering who will be called to give evidence. Most of the trade consider it a foolish thing, and express the belief that the cost of such an investigation might better be spent in relief work.

Among price changes are the following: Imperial table syrup ¼ gallon now $8.15 case. Lever's castile soap is up to 7.50 per case. It might be observed here that all soaps are firm, and further advances would not be surprising. Brooms have advanced 25-30 per cent. within the last six months. Finnan haddie has come on the market at 9c per lb. Mince meat is quoted 10c lb. in 25 lb. pails. California sultanas are to-day 14c per lb. in 50 lb. boxes. Evaporated apples, choice 50's, 10½c lb.

Country Merchants in Market for Sugar

Winnipeg

SUGAR.—The trade talk as if they fully expect sugar to start on the downward track now. Quotations here declined ten cents the middle of last week, and New York raws continued weak; but last week end New York refined had not declined. This makes sugar in the West on a basis of 8.40. A broker spoke of the sugar market as follows: "It's somewhat like the wheat market; if a man guesses right, he's lucky, and he makes money." While everything points to a lower market, there is a possibility of anything happening. A wholesaler here thinks that the least mention of peace talk would bring the market right down. It is rather surprising to find that a number of country merchants are in the market, but are only buying hand to mouth. It was thought that stocks in country stores were unusually heavy.

	Per cwt. in sacks
Sugar, Eastern—	
Standard granulated	8 [illegible]
Extra ground or icing, boxes	9 [illegible]
Extra ground or icing, bbls.	8 [illegible]
Powdered, boxes	9 [illegible]
Powdered, bbls.	8 [illegible]
Hard lump (1-29 lb. case)	9 35
Montreal Yellow, bags	8 [illegible]
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 [illegible]
Bales, 20 lbs., per cwt.	8 [illegible]
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 [illegible]
Cut loaf, barrels	9 [illegible]
Cut loaf, 50s	9 [illegible]
Cut loaf, 25s	9 [illegible]
Sugar, British Columbia—	
Extra granulated sugar	8 [illegible]
Bar sugar, bbls.	8 85
Bar sugar, boxes, 50s	9 05
Icing sugar, bbls.	8 95
Icing sugar, boxes 50s	9 [illegible]
H. P. lumps, 100-lb. cases	9 55
H. P. lumps, 5-lb. boxes	9 [illegible]
Yellow, in bags	8 [illegible]

SYRUPS.—There is no change in anything. There is a tendency for corn to be weaker this week.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes, ½ bbls., per gal.	0 61
New Orleans, ½ bbls., gal.	0 42

Dates 3 Cents Above Last Year

Winnipeg

DRIED FRUITS.—While some jobbers are handling Australian currants, there are some who are offering Greek currants to the trade, and at the fol-

lowing prices:—Amalias, Greek, wet cleaned 18-18½c; ditto, 12 oz. packages, 16c per pkg. New dates are expected here in a few days, these being Hallowees and Fards; prices are about three cents higher than they were last year. A local house offers California sultanas at 14c in 50 lb. boxes, and quotes peel as follows:—cut peel 1's, $2.85 per doz.; orange and lemon 12 lb. boxes 17½c lb.; citron ditto 24 ½c. Retailers know by this time that high prices are ruling in the market for evaporated apples. Jobbers state that they cannot buy choice 50's for less than 10½c to 10¾c, yet they are offering this years goods at those prices to the retail trade.

Dried Fruits—		
Apples, evaporated, 50-lb. boxes, lb.	....	0 10½
Pears, choice, 25's	....	0 11¾
Apricots—		
Choice, 25's	....	0 18⅞
Choice, 10's	....	0 19⅞
Peaches—		
Choice, 25-lb. boxes	....	0 08⅞
Choice, 10-lb. boxes	....	0 09⅞
Currants—		
Fresh cleaned, Australian, lb.	....	0 18¾
Amalias, Greek, wet cleaned	0 18	0 18½
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 12-oz. pkgs.	....	0 09
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Prunes—		
90 to 100, 25s	....	0 07¾
40 to 50, 25s	....	0 10⅝
Peels—		
Orange, lb.	....	0 20½
Lemon, lb.	....	0 19½
Citron, lb.	....	0 24

Beans are to be High in Price

Winnipeg

DRIED VEGETABLES.—It is pretty certain now that the price of beans is going to be very high indeed this year, and the statement made last week that jobbers are paying the same as the retailer is no exaggeration. In fact, the market is in such shape that shippers are not inclined to quote on futures. The following prices are being asked by one Winnipeg house:—Manchurian, $4.65; fancy Japanese, white, $5.30. Like beans, all other cereals are advancing. The following is a typical quotation on barley: Pot, 98's, $4.50; pearl, 98's, $6.60. There has been an upward movement in split peas, and $6.60 for 98-lb. sacks is asked by one house and $4 for whole peas. The latter were formerly $3.25, indicating how cereals are advancing. Jobbers state that split peas cannot be bought for less than $6.25, 98's to-day, whereas it isn't long since they sold to the retail trade for less than five dollars.

Beans—		
Japanese white beans, bushel	4 75	5 30
Manchurian, bushel	4 25	4 50
California Lima Beans—		
80-lb. sacks	0 07½	0 08¼
Barley—		
Pot, per sack, 98 lb.	4 40	4 50
Pearl, per sack, 98 lbs.	6 00	6 60
Peas—		
Split peas, sk., 98 lbs.	6 00	6 60
White, per bushel	....	4 00

Jobbers Paying Higher Prices for Tapioca

Winnipeg

RICE AND TAPIOCA.—While the retailer is enjoying the benefit of low-priced stocks of tapioca and sago which the jobber bought some months ago, the jobber is having to pay very high prices for future stocks. The retailer can buy pearl tapioca to-day at 8¼c, while the jobber is being asked 8½c. Sago is costing the retailer around 7c, and it is costing that in the primary market. There are no changes to speak of in the rice situation.

Rice and Tapioca—		
No. 1 Japan, per lb., 100-lb. bags	....	0 04½
Siam, per lb., 100-lb. bags	....	0 04
Patna, per lb., 100-lb. bag	....	0 07¼
Carolina, per lb., 100-lb. sacks	....	0 08¼
Sago, pearl, sacks, per lb.	0 06⅞	0 08
Tapioca, pearl	0 08	0 09

TEA.—Brokers continue to report receipt of cables from India and Ceylon, indicating that the market is still very high.

Canned Goods Still at High Level

CANNED GOODS.—Prices seem to have been decided upon, and, while they opened very high, it is hardly likely that retailers will be asked higher prices than those announced two weeks ago; in fact, there is a tendency, since American goods began to arrive on this market, to lower prices on vegetables somewhat. The following low quotations are being made by one house here: Tomatoes, 2½'s, $4.10; corn, $3.15; standard new peas, $2.55; American ripe peas, $2.05. At the same time, all jobbers have new pack goods on their hands, for which high prices have been paid, and there is not the same tendency to give them away. Canned salmon continues exceedingly high, and the primary market is cleaned up.

Lemons Decline; Oranges in Demand

Winnipeg

FRUITS AND VEGETABLES.—Oranges will be big sellers during the next few weeks. The following prices are quoted:—Navels, case, $5.50; Japanese, 65c per box; Floridas, $4.50 per case; lemons are down to $5.50 per case, which is a considerable drop. Dealers here, however, do not look for a further decline until after the first of the year. No. 1 apples are selling as follows:—Greenings, $5.50; Spies, $7.50; Baldwins, $6.50. Ontario Kings cost $7, and Nova Scotia Kings about $4.75. Grapefruit is down to $5 per case. The market on all California vegetables is firmer. Celery is bringing $1.25 per doz., or $7 per case; cauliflower, $2.25 per doz.

Manitoba potatoes, 10-bushel lots	....	0 90
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg	....	0 85
Celery, Cal., doz.	....	1 25
Carrots, bushel	....	0 75
Turnips, bushel	....	0 60
Onions, per cwt.	....	3 50
Cabbage, per cwt.	....	2 00
Cauliflower, Cal., per doz.	2 00	2 25
Head lettuce, Cal., doz.	....	1 25
Imported mushrooms	....	0 90
Sweet potatoes, bbl.	5 00	5 50
Fruits—		
Oranges, Navels, case	....	5 50
Oranges, Japanese, box	....	0 65
Oranges, Florida, case	....	4 50
Lemons	....	5 50
Grape fruit	....	5 00
Emperor grapes, kegs	....	5 50
Malaga grpaes, kegs	7 00	10 50
Ontario Greenings	....	5 50
Ontario Spies	7 00	7 50
Ontario Baldwins	6 00	6 50
N.S. Kings	....	4 75
B.C. box apples	1 65	2 50
Cranberries, bbls.	....	11 00
Melons, Casaba, doz.	....	2 50

All Lines of Fish Are Scarce

Winnipeg

FISH AND POULTRY.—Frozen Atlantic fish should be here about the middle of the month, and from all apperances it will be high, on account of scarcity. At present all fish lines are scarce. Dressed chicken varies in price from 22c to 25c; fowl, 20c. There will not be many turkeys for the Christmas trade, and what there are will be high, probably around 35c.

Oysters, Imperial gallon	....	3 00
Whitefish	....	0 09½
Salmon, frozen	....	0 15
Halibut, fresh	....	0 16
Halibut, frozen	....	0 14
Lake trout	....	0 13
Cod, frozen	....	0 10
Smoked goldeyes	....	0 55
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Mackerel, 10-lb. kits	....	3 50
Poultry, Dressed—		
Good fat chickens	0 22	0 25
Good fat hens	....	0 20
Turkeys	0 30	0 33
Ducks	....	0 24
Geese	....	0 22

SERVICE DEPARTMENT

Editor Canadian Grocer. — Can you give me the address of the agents for Wesson Snowdrift Oil?

J. G.————.
Kingston, Ont.

Editorial Note.—The Bowes Co., Front street east, are the Canadian agents for this line.

* * *

The MacLean Pub. Co.,

Dear Sirs:—Will you please inform us what firm in Canada sells or makes paper binders or presses and also what is the nearest market to the Maritime Provinces where one can sell waste paper.

Turnbull & Co., Digby, N. S.

Editor's Note:—The desired information has been sent.

* * *

Editor Canadian Grocer.

Will you kindly put me in touch with a reliable Toronto firm of potato buyers (car lots)? As the season is now on, ask them to wire offer on "Green Mountains" bulk, f.o.b. here. Thanking you.

Yours truly,
Hillsboro, N.B. W. H. DUFFY.

This service was rendered.—Editor.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Dec. 6.—Flour is quoted at $10.30 for first patents and $9.60 for local flour. Sugar is quoted at $8.95. Butter has advanced to 45c for creamery. Canned peas are quoted at $3.50. Apples are $1.85 case. Norwegian sardines are $18.50 case of one hundred quarters to a case. California raisins will arrive in two weeks' time. Dates are 12c per package, a higher price than prevailed last year.

EDMONTON:		
Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	....	10 30
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s, basis	...	3 70
Rice, Siam, lb.	....	0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	....	8 95
Cheese, No. 1, Ontario, large	....	0 26
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	12 30
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26½
Eggs, No. 1	....	0 45
Eggs, storage, case	....	11 50
Tomatoes, 3s, standard case	....	4 80
Corn, 2s, standard case	....	3 20
Peas, 2s, standard case	....	3 50
Apples, gals., Ontario, case	....	1 85
Strawberries, 2s, Ontario, case	....	5 50
Raspberries, 2s, Ontario, case	....	5 60
Peaches, 2s, Ontario, case	....	4 10
Salmon, finest sockeye, tall, case	....	10 50
Salmon, pink, talls, case	....	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta. Dec. 6.—Flour has dropped to five dollars sack. Pure lard has gone up half cent to twelve ninety. Compound has advanced one cent. A shipment of Australian currants has arrived and are quoted at seventeen and a half cents pound. An advance on jams is expected soon. California figs have taken a big jump and scarcity may be noticed before Christmas. Canned finnan haddie seems to be scarce and is quoted at six to six seventy five case. Dominion herrings in tomato sauce are offered at five sixty case. Ontario cheese is firm. Gallon tomato ketchup is now up to five fifty case.

CALGARY:		
Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	...	5 00
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	.....	0 09
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1 Ontario, large	....	0 26¼
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	12 90
Bacon, smoked backs, lb.	....	0 24
Bacon, smoked, sides, lb.	....	0 25
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	....	11 50
Tomatoes, 2½s, standard case	....	4 50
Corn, 3s, standard case	....	3 90
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a,cse	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Dec. 6.—The most important change on the local market is a decline of 60c per barrel in flour; a drop of 30c took place the middle of last week, followed by a further drop of 30c over the week-end. The wholesale price at Regina now stands at $10.10 for No. 1 patents, 98's. Decline is owing to slump in wheat prices. Lard has jumped $1 for 3's, pure, the quotation now being at $13. Coteline is up ½c, and fairy soap and gold dust have each advanced 25c per case. Benson and Hedge's cigarettes are up 25c per thousand, and a general advance in all lines of cigarettes is predicted. Prices on poultry are given as follows:—Turkeys, 27c; chicken, 24½c and 25½c; and ducks, 16c.

REGINA:		
Beans, small white Japan, bush.	....	5 10
Flour, No. 1 patents, 98s, per bbl.	....	10 10
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 95
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08½
Sugar, pure cane, granulated, cwt.	....	8 74
Cheese, No. 1, Ontario, large	....	0 28
Butter, creamery, lb.	....	0 46
Lard, pure, 3s, per case	....	13 00
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 47
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s, standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	....	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 6.—Three successive drops of thirty cents each during week in the price of flour bringing Manitoba to $10.60 and Ontario to $9.65 proved most interesting feature of market. The result has been almost a complete cessation of sales while buyers await bottom prices. Several other lines also show welcome reductions.

In spite of generally higher prices the volume of trade in Christmas goods has been up to normal and merchants are generally well satisfied with outlook.

Canned goods have remained firm at prices established at shade less than United States prices plus duty.

No new Western beans are in the market yet but some are said to be en route, meanwhile Rangoon beans are giving good satisfaction in market being better quality than previous importations from other parts of India. Arrivals of first shipments new crops have effected reduction in fruit prices, lemons being quoted at $5 for messina and $5.50 for California while new crop California naval oranges are offering at $4 to $5.50. Potatoes also show falling off in local market due largely to heavy arrivals from Prince Edward Island. Currant quotation, $3.50. Candied peels, orange and lemon are easier at 21 and 22 cents. Evaporated apples are higher 11¾ to 12c. Rolled oats are off a quarter and are now quoted $8.25 barrel. Cheese is higher now at 25c. Dairy butter shows a sharp advance with present range from 40 to 45c. Pure lard is firmer at 22¼ to 22½c; compound 18 to 18¼c.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	10 60
Ontario	....	9 65
Cornmeal, gran., bbls.	....	7 50
Cornmeal, ordinary, bags	....	2 50
Flour, buckwheat, 100 lb. bag	5 75	6 00
Molasses, extra fancy, gal.	....	0 62
Rolled oats, bbl.	....	8 25
Beans, white, bush.	....	7 00
Beans, yellow-eyed	....	7 00
Rice, Siam, cwt.	6 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 95	8 00
United Empire	7 85	7 90
Bright yellow	7 75	7 80
No. 1 yellow	7 55	7 60
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 25	0 25
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22¼	0 22½
Lard, compound	0 18	0 18¼
Beef, corner, 1s	3 00	3 50
Pork, American clear, per bbl.	40 00	40 50
Bacon, breakfast	0 27	0 29
Bacon, roll	0 23	0 24
Eggs, new-laid	....	0 50
Eggs, storage	0 40	0 42
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75
Salmon, Cohoes, case	....	9 00
Salmon, Chume	4 50	4 75
Sardines, domestic, case	....	4 60
Cream tartar	0 42	0 45
Currants, lb.	....	0 21
Raisins, choice, lb.	....	0 11½
Raisins, fancy, lb.	....	0 12
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	....	0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 11¾	0 12
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 00
Lemons, Messina, box	6 00	6 50
Lemons, Cal., box	7 50	8 00
Oranges, Cal., box	5 00	6 50
Grapes, Malaga, keg	7 00	8 00
Grapefruit, each	0 05	0 05½
Potatoes, bbl.	....	3 75

FLOUR AND CEREALS

Wheat's Uncertainty Is Affecting Flour

Outlook of Market Is Still Towards Firmness But While Wheat Vacillates Flour Is Priced Lower.

Montreal

FLOUR AND FEEDS.—With wheat in most uncertain market at present, and large holders evidently still unloading, prices for flour have been fluctuating, and the market is easier if unsettled. No one thinks that flour has fallen down to stay down, but the effect of the condition in the wheat market has certainly reduced prices, and the continued uncertainty is keeping them down. Wheat futures have shown a shade more firmness of late, and this is regarded as a sign of the tendency of the market to come, especially in the beginning of the New Year. As regards feeds the firmness of market maintains through all variations downwards of the flour market, and prices this week will be found a shade higher than they were quoted last week. There is a premium on straight car loads of shorts, they cost a dollar a ton more in straight cars. Winter wheat shows only a small shade downwards in small lots of 90 per cent. in bags which are now quoted at $4.35 instead of $4.50.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 70	10 00
Second patents	9 20	9 50
Strong bakers	9 00	9 30
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 30
90 per cent., in bags	4 25	4 35
Bran, per ton	....	32 00
Shorts	35 00	36 00
Special middlings	....	40 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 75

CEREALS STEADILY PRICED AND REQUIRED.

Montreal

CEREALS.—In all respects the market for cereals is much in the same condition as maintained last week. The tendency to firmness continues, though wheat's influence is felt as a retarding influence upon prices. Some shades of greater firmness will be found, however, and barley being scarce is very firm. Oats were a little easier lately, but the price of rolled oats continues firm, and oatmeal is rather higher in price. Cereals are in quite considerable demand at present, package goods being in steady demand for winter trade.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	....	5 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	5 30
Cornmeal, yellow, 98 lbs.	....	3 05
Graham flour, 98 lbs.	....	4 60
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 15
Oatmeal, granulated, 98 lbs.	....	4 25
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 95
Rolled wheat, 100-lb. bbls.	....	5 45
Rye flour, 98 lbs.	....	3 70
Whole wheat flour, 98 lbs.	....	4 60
Wheatlets, 98 lbs.	....	5 50

Flour Takes Tumble of 60c. During Week

Weakness in Wheat Market Sent Flour Down Below $10 Mark—Demand for Flour Has Slackened

Toronto

FLOUR.—A decline of 60c per barrel was registered in Manitoba winter wheat flour during the week, the declines coming in two stages, one of 30c on December 2 and the other of 30c on December 4. The decline was due to the sagging condition of the wheat market. On Wednesday of last week the wheat market showed considerable strength and advanced 2¾c over the previous day, making the high point for the week intervening, when cash wheat at Winnipeg sold for $1.91¼. From that time on during the next four days there was a steady sag in wheat values until Tuesday of this week, when the market rallied again and cash wheat went from $1.77⅝, the close on Monday, to $1.82 at the close. Millers are following the ups and downs of the wheat market more closely than they have ever done. The cause for the weakness in wheat is stated to be due to the fact that the British Government has been diverting ships from Canada in order to bring wheat from Australia and the Argentine. With the terminal points unable to get the wheat away from the seaboard, it commenced to back up, and prices accordingly went down. There is a feeling that the British Government has the wheat situation well in hand, and that they can pretty near control it as they see fit. In the face of the declines there has been a slackening demand. Millers expect to see the trade dull until after Christmas. Manitoba flour is selling at $9.60 in car lots and $9.80 in small lots. Ontario winter wheat flour declined 20c during the week, and second patents is now selling at $8.60 in small lots and $8.90 in car lots.

FLOUR AGAIN FIRMS UP

At the close of the wheat market on Wednesday flour was again in firm market, in view of the price paid for cash wheat at Winnipeg. On Monday of this week, when the decline to $9.60 per barrel in car lots took place, wheat was selling at $1.77⅝ for cash product at Winnipeg. On Wednesday cash wheat sold for $1.86. In the face of this market flour is again firm. If the wheat market holds firm or goes beyond the quotations of Wednesday, an advance in flour would not be improbable.

	Small lots per bbl.	Car lots of 2 bags
Manitoba Wheat Flour—		
First patents	9 80	9 60
Second patents	9 30	9 10
Strong bakers	9 10	8 90
Ontario Winter Wheat Flour—		
High grades	9 40	9 10
Second patents	8 90	8 60

DECLINES IN CEREALS IN SYMPATHY WITH FLOUR

Toronto

CEREALS. — Graham flour, rolled wheat, rye flour, whole wheat flour, wheatlets, and rolled oats are easier in price, declines being registered in each case during the week. Beans, on the other hand, have been firmer in price, and have advanced 25c per bushel.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, price	6 50	6 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 60	4 70
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	4 60	4 70
Wheatlets, 98 lbs.	4 90	5 00

MILL FEEDS HAVE ADVANCED $1 PER TON

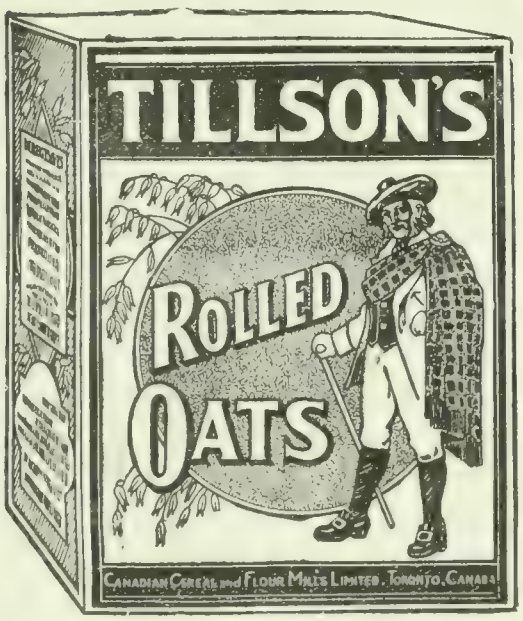
Toronto

FEEDS.—Another advance in the price of mill feeds of $1 per ton has been recorded during the week. Factors that have operated to send feeds higher is the embargo placed on corn by American railways. This throws a heavier demand in local grains. Then, too, the new requirements of the British Government that the flour for export should contain a higher percentage of shorts and middlings as further decreased the supply of mill feeds. The new regulation provides that the flour shall contain 76 per cent. of the wheat berry. In other words, out of every 100 pounds of wheat, 76 pounds of flour will be secured. It is calculated this provision

(Continued on page 40.)

A Mark of Quality

Free Window
Display Sent
Upon Request



CANADIAN CEREAL & FLOUR MILLS CO., Limited

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Saving Waste in Cooked Meats

London Grocer Refuses to Sell From the Centre Until Ends are Disposed of—Makes a Saving by Selling Ends First Always

IT is the fag ends of meats, the pound or half pound that are fed to Fido, that makes handling of cooked and smoked meats something of a gambling proposition. There is a class of fastidious purchasers who, if they buy a pound of bacon, must have it cut from the very centre of the piece. They judge that to be the best location, and they are accustomed to have the best. That is all very fine for the purchaser and anything but fine for the grocer. He will probably give her just what she asks, for it takes courage to reason with a good customer, and most merchants are prone to say that it doesn't matter much, you are bound to waste a little anyway, yet it is questionable if merchants who sell meats in this way really show any profit at all. It is bad enough to have one end to throw away, but if you start in the middle and work outwards you are going to have two ends instead of one, and you are paying for it all.

A. J. Clark, of London, Ont., has figured this matter out and can see no reason for assuming all this loss. He works on the basis that even customers are reasonable beings and not only reasonable but able to see both sides of a question. Mr. Clark has eliminated almost entirely the element of waste. He starts cutting at the end, and when the cutting has proceeded some distance he turns the piece around and begins cutting the other end. This method has obvious advantages; it leaves a middle instead of two ends, and it isn't the middles that make the waste. If a customer asks for her order from a certain part of the piece he asks her to leave her order and assures her that it will be sent as soon as that part of the piece is reached. Mr. Clark treats his customers as reasoning beings, capable of realizing the grocer's side of the question. In this attitude experience has proven him to be justified. When he has explained that he has to buy the meat just as it stands, that if he has to throw away parts, as he certainly must if he consents to cut all over the piece, that it's sale will prove a loss to him instead of a profit. A little explaining Mr. Clark has found has saved him a lot of bother. Customers have as a rule been willing to take the meat just as it is cut, and a courteous explanation in any event cannot cause any ill feeling.

This is a plan that other dealers, who have been the most faithful feeders of Fido, might try to their profit.

FLOUR AND CEREALS

(Continued from page 38.)

will add 10 per cent. to the wheat crop. There is a consequent firmness in all mill feeds.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	$32 00	$34 00
Shorts	35 00	37 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 62	0 64

DEALERS HEAVY PURCHASERS OF FLOUR

Winnipeg

FLOUR AND CEREALS.—First patents last week-end were quoted on a basis of $9.60 per barrel. This is the second decline of 30c per barrel in a very short period. The top level reached by flour was $10.20, then it dropped 20c to $10, and then jumped back to $10.20; last week there was first a drop of 30c, and then another of the same amount on Saturday. Around Thursday and Friday it looked as though the wheat market was recovering slowly, but then the further decline came, which sent the flour market down too. The general opinion still seems to be that fairly high prices will rule through December. Dealers are buying flour in considerable volume, both East and West, so much so that millers have little to offer for export for December or early in January. Rolled oats are still firm, and millers are still paying a considerable premium for food milling oats. There is a good demand for rolled oats for export, Russia at present being one of the largest buyers. Cornmeal is declining slightly, and will likely be much cheaper after the middle of December, as millers will be using new corn. The general feeling is, however, that prices will not get back to their former low levels. Bran and shorts have jumped to $27 and $29 respectively, and millers are oversold on all feeds, particularly shorts.

Flour—	
Best patents	9 60
Bakers	8 10
Clears	8 40
XXXX	7 40
Cereals—	
Rolled oats, 80 lbs.	3 20
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	3 20
Oatmeal, 98's	4 00
Feeds—	
Bran, per ton	27 00
Shorts, ton	29 00
Middlings, ton	29 00
Mixed chop, ton	47 00

REVENUE INSPECTOR NOT A PERSON

Revenue Inspector H. J. Dagel, is not a person, according to the decision of Magistrate Leggatt, of Windsor. Inspector Dagel had placed some charges against Windsor grocers for failing to affix revenue stamps to certain bottles of salts that, according to the new revenue law, are subject to tax.

The magistrate held that it must be proved that the purchaser of the article must have purchased them for his own use before an action for infringement of the law could be made. As Inspector Dagel could not prove that his heavy buyings of salts were for his own exclusive use, the magistrate dismissed the case. The case has been appealed, and several other cases of a similar nature have been withdrawn pending the finding on the appeal. In the meanwhile we are left in grave doubt. If Inspector Dagel is not a person, who or what is he?

NEW COMPANY TO USE DEMONSTRATION TRAIN

A NEW enterprise doing business under a Provincial Charter has recently sprung into being. It is known as "The Canada Boosters Company, Ltd." Its organizer, E. H. Finkle has his office at 218 Hamilton Trust Building, Queen St. W., Toronto.

When Mr. Finkle was visited by a CANADIAN GROCER representative he outlined the scheme as follows: The idea of the Company was to boost Canadian goods, with such end in view, the goods were to be shown to the public. For this purpose a demonstration train was to be used. This train containing samples of Canadian made articles was to be moved from town to town, giving every one an opportunity to view them.

To meet the expenses of such an undertaking, 10 dealers in each town were being approached to buy a $10 share in the enterprise. As far as possible the shares would be sold to only one class of trader in each town. The particular advantages they would gain, would be that their names would be associated with the enterprise, would be used in some advertising in local papers, and would appear in catalogues to be printed by the company and on bill boards.

Spaces in the train would be sold to manufacturers at a small rental.

It was intended to have the train visit each town or city once every six months. When the scheme was a little further advanced, it was hoped to shorten the interval to every three months. Mr. Finkle assured the CANADIAN GROCER representative that 2500 merchants had been approached and had declared themselves as favorably disposed just how many of these had actually bought stock could not be learned.

PRODUCE AND PROVISIONS

Provisions In An Uneventful Market

Montreal—

PROVISIONS.—The market for provisions is too quiet this week, and possibly the arrival of Advent with its extra Fast Day in the week has something to do with this. Prices are as quoted last week, unchanged. Demand is steady, though quieter, and goods are moving regularly. For the season things are strictly normal as regards provisions, and the outlook is for steadiness. Lards which have been climbing of late were quiescent this week, but in these lines there is a tendency to advance as regards price; not sufficient, however, to alter prices for the present.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 20¾	0 21
Tubs, 60 lbs.	0 21¼	0 21½
Pails	0 21½	0 21¾
Bricks.., 1 lb., per lb.	0 22½	0 22¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

PLENTIFUL SUPPLIES OF POULTRY ARRIVE

Montreal—

POULTRY.—Deliveries of poultry during the past week have been quite large. The cold weather has encouraged the farmers to market their poultry, and it is said they are wise in doing this now, rather than waiting until Christmas week as a flood of poultry thrown on the market then would simply mean a glutted market and much lower prices for the farmer. Dealers are quoting high prices for poultry, and are in position to handle all supplies coming forward. Turkeys are at their best just now, and some dealers have increased their prices for these birds for the present week.

Fowl—		
Chickens, milk fed, crate, fattened, lb.	0 20	0 22
Live fowls	0 12	0 16
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 18	0 21
Young ducks	0 14	0 16
Live ducks, old	....	0 11
Turkeys (old toms, dressed, lb.)	....	0 27
Turkeys (young)	0 28	0 30

HIGH PRICES ASKED FOR NEW LAID EGGS

Montreal—

EGGS.—Receipt of eggs in Montreal for the week ending December 2nd. were 3846 cases, as compared with 3,906 cases for the corresponding week last year. The total supplies of eggs in Montreal last week amounted to 55,289 cases, as compared with 55,220 cases this time last year. But some eggs are booked for export this year which were not so booked last year at this time. Very few of the eggs coming into Montreal now are new laids, this being the time of greatest scarcity of new laid eggs. Some dealers are asking as high as 60-65 cents a dozen for new laids. The export trade for the year is practically over, and supplies of eggs in cold storage are said to be more than enough to take care of local needs. Dealers state, however, that the prices at which they are selling locally are lower than they can get for export eggs. It is unlikely that many eggs from Chicago will be imported as "Iowa April Extras," not so good as Canadian average grade eggs, are quoted in Chicago at 36½ cents doz. and would cost 44¾ cents or more to lay down in Montreal.

Eggs—		
New laid	0 60	0 70
Selects	....	0 44
No. 1	....	0 40

BUTTER IN GOOD SUPPLY COMES IN

Montreal

BUTTER.—Butter prices are unchanged this week after a period of almost weekly advances in price. Butter supplies coming into Montreal are still considerably better than they were last year at this time the difference being noticeable. For the week ending. December 2 6,551 packages of butter came into the city as compared with 3,488 for the same period of last year. Quality is not as high-grade as earlier in the season owing to the use of artificial feeds with the absence of natural fodder for the cows, but the production is considered still a credit to the farmers.

Butter—		
Creamery, prints		0 45½
Creamery, solids		0 45
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

CHEESE IS FIRM AND IN EXPORT DEMAN)

Montreal

CHEESE. Demand for cheese for war rations for the troops in the field continues immense, and prices are consequently as high as ever though no advance falls to be recorded this week in the prices asked locally. Retail prices have advanced lately several times on account of the condition of the market, and local demand for cheese is as steady as ever. The fact that for export to the Governments using Canadian Cheese for the troops cheese fetches now $21 for an 85 lb. box as compared with only $10.50 to $12.00 in ordinary times is an indication of the export attraction to the cheese men. But the receipts of cheese in Montreal for the week ending Dec. 2 shows a decrease as compared with the same period of last year. This year's figures are 12,121 boxes; last year's 21,166.

Cheese—		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	....	0 26
Stilton, per lb.	....	0 28
Fancy old cheese, per lb.	....	0 28

CLOVER HONEY IS UP ONE CENT A LB.

Montreal

HONEY.—There is one change in price but none in the market conditions as regards honey for the current week. Demand is as usual, the milder weather having to some extent reduced the call for sweet foods by the general public. But with good supplies in the country selling at reasonable prices the market for honey keeps in very satisfactory shape. The one change in prices referred to is in clover honey 5 to 10 lb. tins which have advanced a cent a pound.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 12	0 13
Clover, 60-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Hogs Go Up Again 60c. Per Hundred

Receipts Have Not Been as Heavy—

Dressed Hogs Also Up 50c Per 100—

Lard Prices Firm—Demand Heavy

Toronto

PROVISIONS.—Live hogs returned to higher prices during the week, and for the off-car product are now bringing $11.75 per hundred, an advance of 60c

over the price paid last week. The supply is falling off somewhat, and prices have become firmer as a result.. Dressed hogs are also firmer in price by 50c per hundred. Recently there were a number of small hogs reaching the market, and the dealers preferred to sell them whole rather than cut them up. For this reason they were prepared to sacrifice the hogs at a slightly lower price. Now that these smaller hogs have been cleared out and the supply of larger ones is not plentiful, the price has been higher. Pure lard and compound are also holding firm in price, the same quotations prevailing as that of last week. Meats of all kinds have been steady with the demand fairly good.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 20½	0 21
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	16 50	17 00
Live, off cars	....	11 75
Live, fed and watered	....	11 50
Live, f.o.b.	10 75	11 00

PEOPLE ARE CURTAILING CONSUMPTION OF BUTTER

Toronto

BUTTER.—High prices for butter have been shutting off the consumption, as the commission men have noticed. People have come to the point where in many instances they consider it a greater hardship to pay the high price for butter than to do without it. They make other shifts by the way of substitution. Commission men point out that the dairying interests seem unjustifiably opposed to the use of oleomargarine in Canada. It is really not a factor in keeping prices down. In the United States butter is selling for nearly the same figure as it is in Canada. And yet they manufacture oleomargarine in that country. In other words, it has not been a factor to keep down the price of butter there. Prices in the butter market have held steady during the week without any advance being recorded.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

THINK NEW LAID EGGS NEAR LIMIT IN PRICE

Toronto

EGGS.—Some commission men are of the opinion that strictly new laid eggs are very near the top limit in price and that people will not buy if they go higher. There is a curtailment in consumption at the present time, partly because real fresh eggs are not arriving and partly because they are almost too high for a food commodity. The number of new laids arriving is almost negligible. They have been quoted up 5c per dozen in certain quarters. The run on storage eggs continues to be heavy.

Eggs—		
New laid, cartons	0 65	0 70
No. 1 storage, ex-cartons	0 42	0 43
Selects, extra	0 45	0 46

EASIER FEELING IN WINTER CHEESE MARKET

Toronto

CHEESE.—There is an easier feeling in the cheese market due in large measure to the fact that cheese now being made is from the milk of fodder-fed stock. This is seldom considered as good as the June to September make. In consequence cheese at the boards was quoted considerably lower during the week. For the make of cheese from June to September there is a firmness in the market. Quotations are a half cent down over those of last week.

	Per lb.	
Cheese—		
New, large	0 25	0 25½

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

DUCKS, GEESE AND TURKEYS ARE ALL UP

Toronto

POULTRY.—There is a firmness in the market for ducks, geese and turkeys, particularly in the dressed product, and they are quoted up 1c per pound during the week. The dressed are scarcer owing to the fact that considerable quantities are being shipped to British Columbia at the present time. There has been an advance to meet this extra demand.

	Live	Dressed
Spring chickens	0 13	0 17
Hens, over 4 lbs.	0 13	0 16
Hens, under 4 lbs.	0 10	0 13
Old roosters	0 10	0 14
Young ducks	0 13	0 18
Old ducks	0 10	0 15
Geese	0 11	0 16
Young turkeys (8 and 9 lbs. each)	0 21	0 26
Young turkeys (over 9 lbs. each)	0 21	0 26
Old Tom or hen turkeys	0 19	0 24

Prices are those paid at Toronto by commission men.

FIRMNESS AND ADVANCE OF 1¼c IN HONEY PRICES

Toronto

HONEY.—There is a limited supply of honey on hand at the present time and the consumption has been good. People are no doubt finding that honey is cheaper than butter on their bread and have been using more of it. Prices have accordingly advanced from 1¼c to 1½c per pound. Buckwheat honey is in fair demand from a certain section of the community and there is a firmness in this commodity also by a half cent per pound.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 14½
60-lb. tins	0 12¼	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 10	0 10½

HOG MARKET FIRMER

Winnipeg

PRODUCE AND PROVISIONS.—The live hog market was a little firmer last week end, when they were quoted at $10.50, but when the increase in receipts takes place, there will be lower prices. The provision market is unchanged, and prices are firm. Trade is very fair for this time of the year, when so much fresh stuff is used, Both pure and compound lard are the same. The egg market has been very firm, and No. 1 candled are now bringing 39c, and carton eggs 43c, which is an advance. Creamery butter has advanced about a cent to 43c. There is very little dairy butter offering.

Hams—		
Light, lb.	....	0 25
Medium, per lb.	....	0 23
Large, per lb.	....	0 21
Bacon—		
Breakfast, per lb.	....	0 24
Breakfast, select, lb.	....	0 27¼
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	....	0 16½
Barrelled Pork—		
Mess pork, bbl.	....	30 00
Lard, Pure—		
Tierces	....	0 20½
20s	....	4 22
Cases, 5s	....	12 90
Cases, 3s	....	13 05
Lard, Compound -		
Tierces	....	0 16¼
Tubs, 50s, net	....	8 25
Pails, 20s, net	....	3 37
Butter—		
Fresh made creamery, No. 1, cartons.	....	0 43
Best dairy	....	0 38
Fresh Eggs—		
New laids	0 45	0 55
Extras, in cartons	....	0 43
No. 1, candled	....	0 39
Cheese—		
Ontario, large	....	0 20

LARGE CANNING INTERESTS COMBINE INTO GIGANTIC COMPANY

A merger of four of California's leading canning organizations has recently been effected. The firms interested are The Griffin and Skelly Company, The J. K. Armsby Company, The California Fruit Canners' Association and The Central California Canners.

The new company is operating under the name of The California Packing Corporation and will be located at 101 California Street San Francisco. It has already taken over the business of the four firms mentioned, and owns as a holding company a little over 75 per cent. of the stock of the Alaska Packers Association.

That this is a very important change goes without saying. The combined assets of the amalgamated concerns totals $16,000,000, whiel their annual sales are between 30 and 35 millions.

The new company will handle such well known brands as Del Monte Gold Bar, Sunkist Glass Jar as well as several well known brands of salmon. All the men who were prominently associated with the original companies are also connected in an official capacity with the new Company.

Armour's QUALITY PRODUCTS

Armour's Oval Label— A Mark of Quality and Service

Trade-Makers and Profit-Producers

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada

Sell Brunswick Brand Sea Foods for Profit and Reputation

THEY will win for you a larger and more profitable fish trade. The high quality and moderate price of "Brunswick Brand" Sea Foods has produced a large trade, which, combined with conscientious business methods, is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

LOCATED close to the fishing grounds we get the pick of the fishermen's catches. Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Brothers, Ltd.

BLACK'S HARBOR, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers

Some special low offerings in new Japan Teas now in transit.

George Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references Cable address: "Macnab," St. John's Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

Geo. Adam & Co.
Grocery Brokers and Commission Merchants

We can put your goods on the Western market successfully, as we are in close touch with the Western wholesale grocery trade. Give us your line, and let us produce results for you.

Chambers of Commerce, Winnipeg

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg
MANITOBA

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue, East, Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

To The Trade
Buyers and sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

FORGETTING

One of the things we all do well is to **forget.**
Names that were household worlds yesterday are gone to-day.
Because people knew your Name and your Line a year ago it is no sign th y do to-day. They forget easily.
Keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends. Advertising does both.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

If any advertisement interests you, tear it out now and place with letters to be answered.

E. P. SAUCE

(*Epicurean Fruit Sauce*)

Made-in-Canada

A big favorite, with every person appreciating high-grade quality and palatable wholesomeness.

You will find E. P. a dependable seller and a sure repeater if you give it prominence on your sales counter. And the profits are worth while.

Send for samples.

The

Canada Sauce and Vinegar Co.

519 King St. W., Toronto

Big value for the housewife

The kind of value that brings her back again—that's what she gets in **"Lively Polly" Soap Powder.**

"Lively Polly" is the cheapest and quickest medium for washing clothes, dishes, glass, earthenware, paint, floors, etc., and for cleansing and disinfecting drains and closets.

The attractive carton makes displays very effective. Order a trial supply of **"Lively Polly"** to-day and note what a big seller it is.

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents;

McLellan Import Co., 301 Read Bldg., Montreal

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	6 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry, Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz to case	
Family, Plain, doz.; Family, Tomato Sauce, doz.; Family, Chili Sauce, doz.; 3's, Plain, Flats, Aylmer only, doz.; 2's, Tomato Sauce, Flats, Aylmer only, doz.; 3's, Chili Sauce, Flats, Aylmer only. doz.; 3's, Plain, Tall, doz.; 3's, Tomato Sauce, doz.; 3's, Chili Sauce, doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12½
30's Tin or Wood, one pail only, per lb.	0 12½

BLUE

Keen's Oxford, per lb	
In 10-lb. lots or case	

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.

New Crop

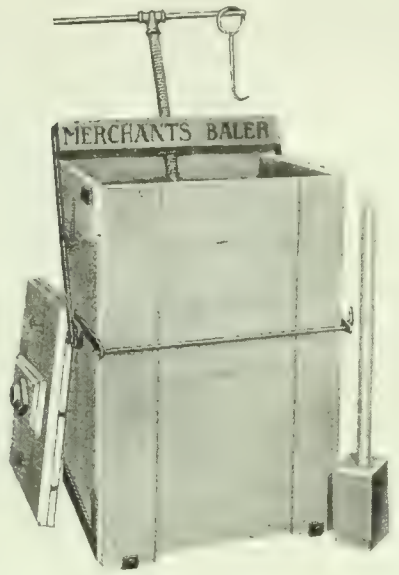
"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

CHRISTMAS MESSAGE

The Hospital for Sick Children

COLLEGE ST., TORONTO.

Dear Mr. Editor:—

Thanks for the privilege of appealing through your columns on behalf of the Hospital for Sick Children, the great Provincial Charity.

Our need of money is measured by the children's need of help, and you can judge how great that need must be when last year 3,945 sick little ones were treated as in-patients, and as will be seen from the 1916 figures, 592 patients were admitted from 242 places outside Toronto.

Last year 271 in-patients were treated for deformities, such as club feet, bow-legs, knock-knees, Pott's disease of the spine, lateral curvature of the spine, dislocations, infantile paralysis, tubercular disease of knee, hip, ankle.

Is the Hospital for Sick Children to take dollars out of your pocket, or is death to take babies out of their cradles? That is the question.

One gift more in the Hospital's treasury means one coffin less in the LITTLE WHITE HEARSE.

The Hospital must be digging up help for little children from the soil of human kindness, or sextons will be digging graves for little children in the soil of many a cemetery.

The Hospital for Sick Children can only volunteer its mercy in so far as you friends of little children volunteer your money for service in the Hospital's never-ending battle for the lives of the little ones.

Let your money fight in the trenches of some mother's trouble and rescue some little child from the dugout of pain, disease and death.

Can the Hospital leave children to die because the fathers of those children have left home to fight for liberty on the British battle line, and can the Hospital help the children of Canada's soldiers with its care unless you help the Hospital with your cash?

You have money enough to help every other war fund without keeping back a dollar from the Hospital's war fund—the fund that helps the Hospital save the lives of little children, including the soldiers' little children.

Do not let the little children pay, in the loss of the Hospital's care, the contribution that should be given and must be given to the war funds.

Your money can send a message of cheer to some father in the trenches—yes, send that message from the cot where the Hospital nurses some little child back to life, the child of the father who is fighting your battle in the trenches.

Every dollar kept from the Hospital's power to serve the little children is a weight added to the burdens and a grief added to the sorrows of this war.

You can bear to have your pocket emptied of a little money easier than some mother can bear to have her home emptied of a little child.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST
TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a forerunner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

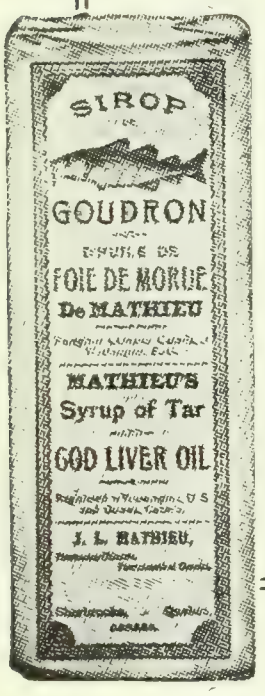
Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.
OWEN SOUND, ONT.

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

The New All-Canadian, All Wooden Washboard—*A serviceable, long-wearing washboard retailing at 20c.*

A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

The Wm. Cane & Sons Company
Limited

Newmarket, Ont.

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12½c lb.
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2. Individuals, 80c doz.
Pork & Beans, Tomato Sc., Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45. Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups. No. 1 assorted, $1.15.
Spaghetti with Tomato and Cheese, ½s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14⅛
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs. 8 00
Neptune 8 50
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs. 11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz..... 1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
Club Soda, Trayders, cs., 6 doz., splits, doz..... 1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb..... 0 37
Princess Blend, 50 and 30-lb. tins, lb..... 0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb.... 0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 60
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, 4-lb. jar	0 93
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.....$3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen.....$2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .....$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

"It's all Right"

We Believe

in sharing our profits with those who help us make them.

Comfort Soap is the biggest and readiest seller in Canada, so your regular soap profit is as safe as the bank. On top of that comes our big variety of premiums. Take the "saleable" premiums (Comfort Lye, Handy Ammonia, etc.) and you get

36c. to 54c. extra profit per case

depending on whether you buy 5, 10 or 25 cases of Comfort Soap.

Get our newest Premium List and do a little figuring and you will find you can make more money handling Comfort Soap than any other on the market.

All Pugsley, Dingman's lines carry the wrapper or carton premium feature to the public, so the demand brings an endless chain of profits to your store.

WRITE US TO-DAY.

Pugsley, Dingman & Co.,
Limited, Toronto, Canada

These figures apply to Ontario and Quebec. For other provinces see list.

We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

HAMS

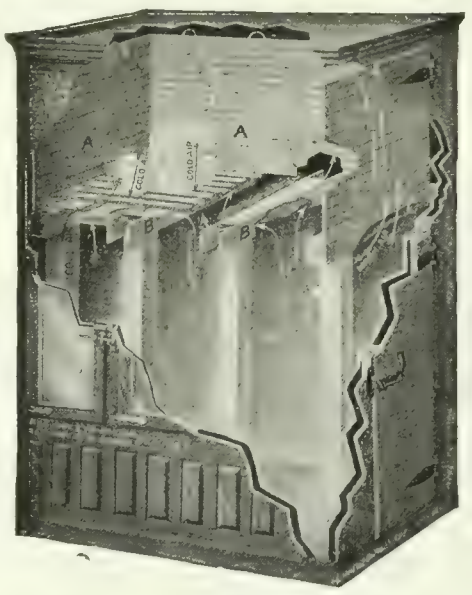
Hams are cheaper than either Breakfast or Back Bacon. We have them Smoked for either Boiling or Frying. We have them Pickled for Boiling only. We have them also cooked ready to serve and we have them fresh for roasting. Small, Medium and Large in Size. Let us have your order for them.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876. 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by

The W. A. Freeman Co., Limited
HAMILTON - - CANADA

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs.. W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch—Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20 lb. boxes ¼c higher than 40's)	.08½

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) .....$	3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case ....$	3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs. ...	.04½
Half bbls., about 350 lbs...	.04¾
¼ bbls., about 175 lbs.	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs..	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case .....$	3.75
5 lb. tins, 1 doz. in case.. ...	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz
½ Pts. Delhi Epicure .....$	1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med
2½ Can. .....$	4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

YUBA BRAND

2½ Can .....$	3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. .....$	0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

If any advertisement interests you, tear it out now and place with letters to be answered.

ORANGES

CALIFORNIA NAVELS

Now Arriving

Quality Excellent

Have Car this week of
our celebrated

Golden Orange Brand

ALL SIZES

Prices Much Lower

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

Don't Delay
Placing Xmas Order

FOR

**Oranges, Nuts, Dates,
Figs, Holly Wreathing,
Grape Fruit, Celery,
Cauliflower,
Malaga Grapes.**

Don't take chances. We can deliver the goods of finest quality at right prices and on time.

Also include your Oyster and Fish order.

WHITE & CO., LIMITED

Phone Main 6565 TORONTO

There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

MOUNT ROYAL MILLING & MFG. COMPANY

D. W. ROSS COMPANY AGENTS MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

A Reminder from the Old Country

Rich Xmas Plum Puddings

The Best on the Market.

ORDER EARLY to ensure prompt delivery.

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/, 42/-,52/-, 63/, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews

Melton Mowbray, - - - England

It's a friend of your customer and a friend of yours

The packing, the neat, attractive make-up, the quick sales make **WONDERFUL SOAP** a friend that every grocer should get acquainted with.

Its moderate price, its high-grade quality, the results it produces have made **WONDERFUL SOAP** a friend of the housewife.

Here's a combination that will produce rattling good results for you. Why not give it a trial? The profits will please you.

Guelph Soap Company

GUELPH ONTARIO

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"KEYSTONE"

BRUSHES FOR EVERY HOUSEHOLD USE

From shaving brush to sink brush, every brush and broom used in the household is worthily represented in the Keystone line.

There is only **one** quality as far as we are concerned—and that is the best that can be made at the figure—the kind that will bring customers back for more.

For prices, etc., address

Stevens-Hepner Co., Limited

Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

"Without exception the ablest book ever published on the subject of Coffee."—Mexican Investor.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo. **Cloth Extra, Net, $2.00** **By Mail, $2.10**

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review.*

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book.—*Grocers' Criterion.*

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal.*

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, *the greatest authority in America upon the subjects of Tea and Coffee.* The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald.*

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 263, Canadian Grocer.

AGENTS WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

FOR SALE

Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling.
Box 202, Canadian Grocer.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

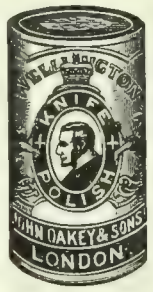
ALL ORDERS PAYABLE IN ADVANCE.

PRICE $2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
(2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

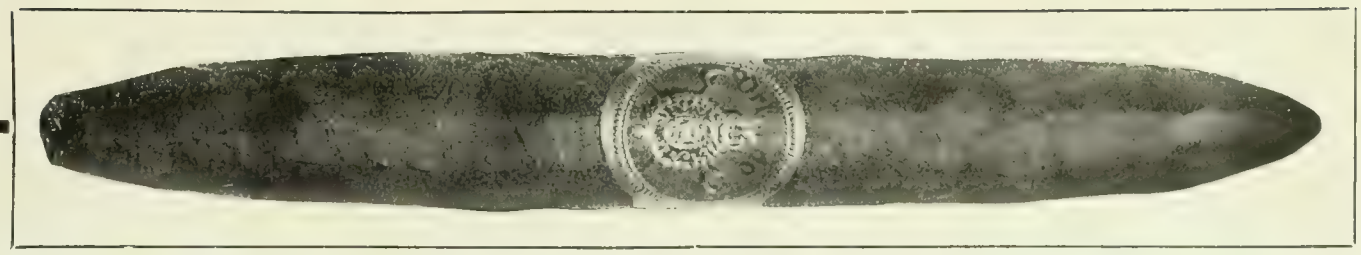
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

FOR SALE

Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF



A rattling good seller for your tobacco counter

You cannot stock a more popular three-for-a-quarter line than this big, satisfying smoke—*THE ORLANDO INVINCIBLE*. It's a smoke that critical lovers of the "weed" prefer, hence the repeat sales that follow its display.

A trial supply will pull results to convince you that the *ORLANDO* is worth a little space in your tobacco show case.

WEBSTER'S CLEAR HAVANAS is another excellent line to feature. Try it out with your next order.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

Still Another Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the contest.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10″ x 7″ in dimensions.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize - -	$5.00	1st Prize - -	$5.00
2nd " - - -	3.00	2nd " - - -	3.00
3rd " - - -	2.00	3rd " - - -	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR CANADIAN GROCER

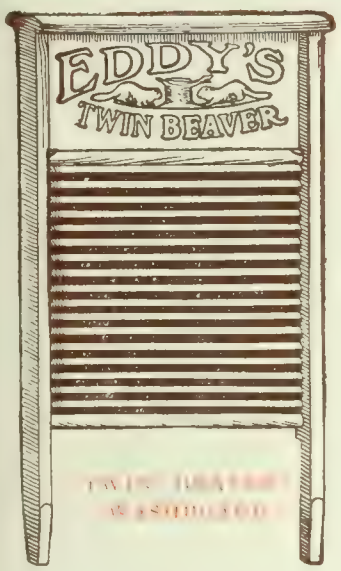
143-153 University Avenue
TORONTO

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, DECEMBER, 15th, 1916 No. 50

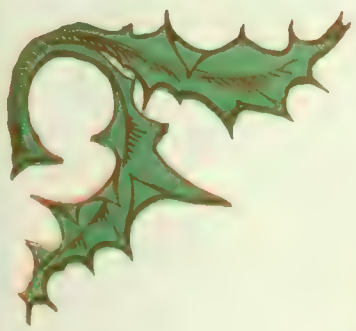


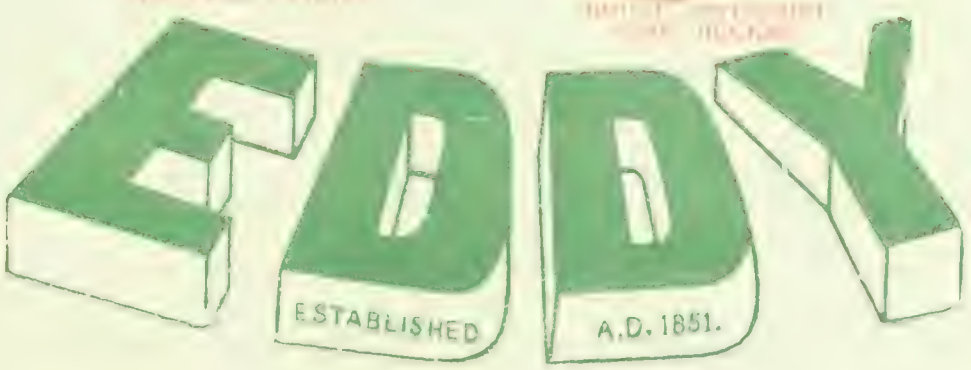
EDDY'S INDURATED FIBREWARE.

regret it.

er; but if you do not, it is time you tested the virtues of this modern Ware yourself. It is so light, so easily

wish all Canadian Grocers and their Assistants "A Good Christmas Turnover," "All Happiness and Prosperity in 1917," and a closer acquaintance with all EDDY WARES.





Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations
Copy of report will be sent on request to anyone interested.

WE HELP YOU SELL

O-Cedar Polish

(MADE IN CANADA)

Not only are we spending thousands of dollars advertising O-Cedar in the daily and weekly papers and in the magazines to help your sales, but we are ready to help you right in your own store.

THIS FLOOR DISPLAY STAND IS FREE

to you with an individual order, to your jobber, for $100 (net) of O-Cedar Polish and Mops.

It is a very handsome piece of store furniture. It is made of metal in Circassian Walnut finish, and will hold a good stock of O-Cedar. It is 45 in. high, 12¾ in. deep, and 25½ in. wide.

ORDER TO-DAY FROM YOUR JOBBER AND GET THIS STAND.

As Our Supply is Limited.

CHANNELL CHEMICAL COMPANY, LIMITED - TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

Lively sellers

—the sort of stock you are always aiming to handle, the goods that you know will bring your most particular customer back with a smile of satisfaction and a profit-making repeat order—that, Mr. Dealer, is what you will find in the well-known Borden Milk Products.

Established reputation for purity and quality, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the Grocer's Shelves. You can handle Borden's Milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

"St. Charles" Evaporated and "Eagle Brand" Condensed Milk are two Borden lines, very dependable for quick money-making winter selling. The prevailing high cost of fresh milk is swinging more people "Bordenwards." They find in these high-class milk lines a purity and a delicious wholesomeness hitherto undreamed of.

Get in line with the other wide-awake Grocers who are cashing in on Borden Quality.

Made in Canada

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of Borden Milk Company Limited
EAGLE
GAIL BORDEN
BRAND
By which their Preserved Milk will hereafter be desig-nated and for additional protection against imposition each Label will bear the signature
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Borden Milk Co.
Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Selling Faster All The Time

Why? Because Purity Oats are milled from high-grade Alberta Oats by our improved Scotch process. The big, full, even flakes make the most flavory porridge you ever tasted. Once tried your customers want no other oats

PURITY OATS

Order from your ***WHOLESALER***

also have a profit-sharing coupon in every large-size package—a strong selling feature.

Purity Oats is the line to PUSH. Write for attractive Purity Oats window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid

The First Result

of Anchor Caps and Closures is the larger sales they bring your product. The feeling of security they convey, the idea of freshness they give your product has a **direct** influence on repeat sales.

JUST figure it out for yourself why the best producers use Anchor Caps exclusively and why their products are practically controlling the whole market. There are a number of points regarding Anchor Caps worthy of your special investigation.

Write for free catalogue to-day.

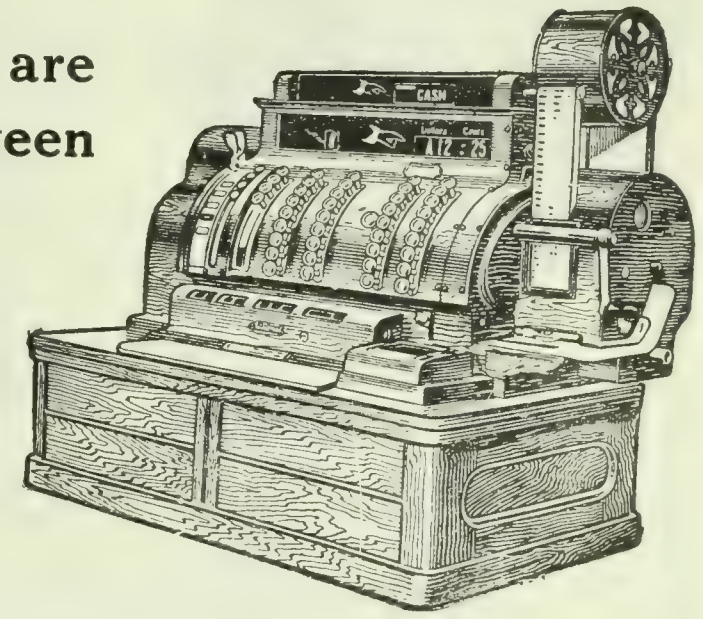
Anchor Cap and Closure Corporation of Canada, Ltd.

50 DOVERCOURT ROAD - - TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Thousands of retail merchants fail every year

50% of the causes of failures are losses in transactions between clerks and customers:



1. Goods are sold for cash and no unchangeable record is made of the money taken in. Thousands of dollars are lost in this way.

2. Customers get goods on credit. Somebody forgets to charge them. The customer gets the goods and the merchant gets nothing.

3. Money is received on account. No record is made. A second bill goes out. The customer objects and goes to other stores.

4. The merchant and clerks pay out money and forget to write it down. This makes many a merchant wonder why there is so little in the cash drawer at night.

5. Goods are sent on approval or C.O.D., of which the store loses its record. Merchants lose money in this way.

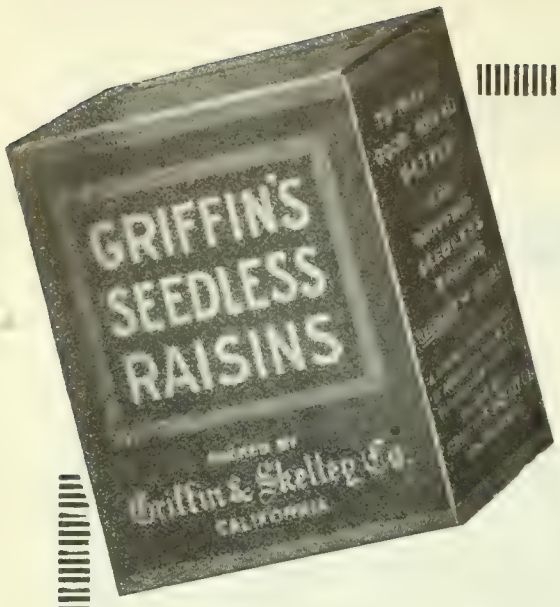
A complete National Cash Register stops the above things.

It forces a proper record of all transactions between clerks and customers.

The National Cash Register Company of Canada, Limited

TORONTO ∴ ∴ ∴ ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



Californa to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin & Skelley's
Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

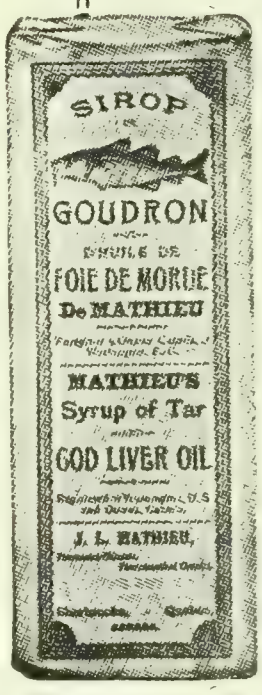
H. J. Heinz Company

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S Mincemeat

We recommend for your consideration the following attributes of

CLARK'S MINCEMEAT

1. Careful selection of the purest and best materials.
2. Perfect balancing and blending of the various ingredients.
3. Elimination of the necessity for additions or preparation.

   Ready for use.
4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

SELL GOOD GOODS—YOU'LL BRING GOOD TRADE

W. CLARK, Limited, Montreal

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

The quality basis on which Furnivall popularity is built is the dealer's surest guarantee of continued customer satisfaction.

You take no chances when you stock this dependable first quality jam. It's as good as the most careful selection of sound, sun-ripened fruits, pure cane sugar, and expert workmanship can make it.

Order a supply and see how it sells.

FURNIVALL-NEW, Limited
Hamilton **Canada**

Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

Tea

Have you placed your order for requirements for the ensuing six months?

We believe higher prices will prevail.

Take advantage of present quotations upon our stock bought at low point of the season.

☞ ***Prices must be increased on all teas arriving next month.***

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter Street **MONTREAL**

ESTABLISHED 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

This big 10 cent seller should be prominent in your displays

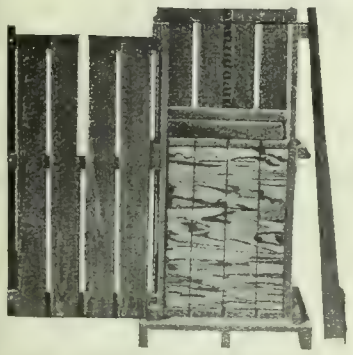
Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The
Canada Sauce & Vinegar Co
519 King St. W., Toronto

WHY WASTE PAPER
should be baled



THE JEWEL PAPER BALER

It is worth $10.00 per ton and up.

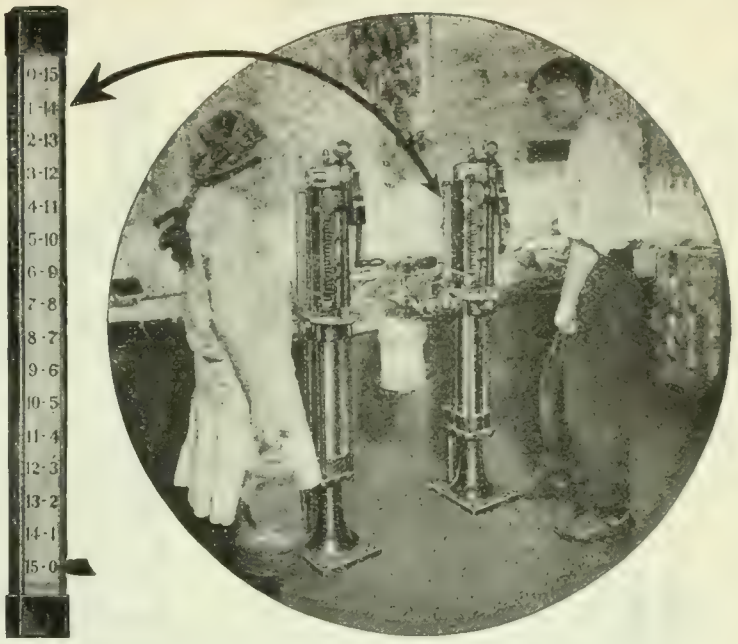
It is more easily and quickly baled than burned or otherwise disposed of.

The JEWEL BALER means a permanent convenience and a permanent revenue.

Write to-day for full particulars re baler and paper market.

General Sales Co.
203 Stair Bldg., TORONTO

Say You Saw It
in
Canadian Grocer



Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

BOWSER
ESTABLISHED 1885

Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

S. F. BOWSER & COMPANY, Inc.
Engineers, Manufacturers and Original Patentees of Oil Handling Devices
TORONTO ONTARIO
Sales Offices in all Centres — Representatives Everywhere.

If any advertisement interests you, tear it out now and place with letters to be answered.

So Handy To Use

CATELLI'S
READY CUT
MILK MACARONI

Not better than our regular Milk Macaroni—simply more convenient to use. Cut in handy sizes—ready to be dropped in the boiling water.

Write for free copy of "*The Girl at Catelli's*"—giving over 100 recipes for cooking macaroni.

24

The C. H. Catelli Co. Limited, Montreal.

Made in Canada

Better than Imported

What if they have been making Macaroni abroad for over two thousand years? They are none too particular about quality over there. What a contrast to the infinite care taken to insure absolute purity and cleanliness in the Canadian home of

CATELLI'S MILK MACARONI

Here is scrupulous cleanliness. Here is a pure food product that delights the heart of the expert. Made of choicest hard wheat Semolina and Milk.

Superior—in every point of quality, nutriment and flavor, to any imported brand.

Write for Cook Book—free.

THE C. H. CATELLI CO., LTD.,
MONTREAL.

6

10¢ EVERYWHERE

Instead of Fish or Eggs on Friday, serve

CATELLI'S MILK MACARONI

It contains more nourishment than the best fish or eggs, at half the cost. A 10c. package makes a dinner dish for six persons,—and supplies a food that satisfies even the working man.

You won't tire of this delicious MILK Macaroni—because our Cook Book tells how to prepare it in more than a hundred different styles.

Grocers everywhere have Catelli's MILK Macaroni.

Write for Cook Book—free

48

THE C. H. CATELLI CO., LTD.,
MONTREAL.

10¢ EVERYWHERE

Catelli's Daily Messengers

These are three of our big series of newspaper and magazine advertisements which are carrying the message of Catelli's *Milk* Macaroni to your customers.

Our advertising runs all the year round, to help you to make your "turnovers" quick and often.

Co-operate with us. Your wholesaler has Catelli's, fresh from the big sunlit factory in Montreal. Order a small stock if you are not already handling it, and see what an excellent seller it is.

THE C. H. CATELLI CO., LIMITED
Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
846

GIPSY
Stove Gloss

will bring customers *again* and *again* —and yet *again* — to your store. GIPSY is always ready for use and so easy in use that customers want it regularly.

Specify "GIPSY" when you order from your Wholesaler.

HARGRAVES BROS. & CO., LIMITED
The Gray Building, 24-26 Wellington St. W., Toronto

Western Agents:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creedon & Avory, Rooms 5 and 6, Jones Block, 107 Hastings Street West, Vancouver, B.C.

Canada's Best Will Stand The Test

For years, Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

Cow Brand Baking Soda is convenient

What is more easily found on the pantry shelf, or in the cupboard, than the attractively labeled package of Cow Brand Soda? Your customers appreciate the Cow Brand Package and its pure, full-strength contents. They prefer it to the paper bag packaged goods.

Church & Dwight, Limited
Manufacturers - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

A Big Service for Manufacturers

To take care of our agencies we have large warehouses, fully equipped offices, and selling staffs at

Winnipeg (Manitoba)

Regina (Saskatchewan)

Saskatoon (Saskatchewan)

Calgary (Alberta)

Edmonton (Alberta)

Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of

Manitoba, Saskatchewan, Alberta and British Columbia

Donald H. Bain Company

(Successors to Nicholson and Bain)

Manufacturers' Agents and Commission Merchants

WINNIPEG, MAN.

Flash Tapioca

as a 10 cent seller is your opportunity *to Increase Sales*

At 10 cents Flash Tapioca sells 5 or 10 cents lower than other lines. Yet it is without superior in quality. It is composed of nothing but the finest granulated tapioca.

For *Bigger Sales, Bigger Profits* and *Customer Satisfaction,* sell Flash Tapioca.

Walter Christmas Company Limited

MONTREAL ∴ CANADA

Crystal DIAMOND Syrup

In two pound tins.

The finest cane syrup on the market.

Try it.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	**2 for 25c, equal to most 20c cigars.**
" New Noblemen Superiores	**2 for 25c, equal to most 20c cigars.**
" La Plaza	**2 for 25c, equal to most 20c cigars.**
" Promoter Blunts	**3 for 25c, equal to most 15c cigars.**
" Perfection	**3 for 25c, equal to most 15c cigars.**
" Grand Master Blunts	**4 for 25c, equal to most 2 for 25c cigars.**
" Lord Tennyson	**5 cent, equal to most 10c cigars.**

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers
27 Front St. East, Toronto
Beans
Evaporated Apples

FEATURE FOR THE TRENCHES
G. Washington's Refined Coffee
Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

FOR SALE
Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and Distributing Facilities

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East. Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Merchants Baler
MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

To The Trade
Buyers and sellers of
All Kinds of Grains and Seeds

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Condensed Milk

Well-known British firm having thoroughly efficient organization covering Grocery Trade in every part of the United Kingdom, desire connections with Condensed Milk Factory. Arrangements could be made on Sole Agency basis or otherwise.

Address full particulars of producing capacity to — "C.M.," Street's, 30 Cornhill, London, England.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connect on in Quebec City and throughout the province.
111 Mountain Hill Quebec City

DEPARTMENT OF THE NAVAL SERVICE.
TENDERS FOR PROVISIONS.

SEALED TENDERS, addressed to the undersigned and endorsed "Tenders for Provisions," will be received up to noon Thursday, January 4th, for the undermentioned provisions for delivery to H.M.C. Dockyard, Esquimalt, B.C.

1. Flour.
2. Biscuit Pilot.
3. Preserved Milk.
4. Sugar.
5. Tea.
6. Coffee.
7. Chocolate soluble.
8. Jams and Marmalade.
9. Pickles.
10. Corned Beef and Mutton.
11. Tinned Rabbit.
12. Mustard.
13. Salt.
14. Pepper.
15. Vinegar.
16. Salt Pork.
17. Split and Marrowfat Peas.
18. Beans haricot.
19. Celery Seed.
20. Preserved Suet.
21. Raisins.
22. Rice.
23. Lime Juice.
24. Oatmeal.
25 Malt and Hops.
26 Currants.
27. Preserved Potatoes.

Forms of tender and all information may be obtained by application to the undersigned or to the Naval Store Officer, H.M.C. Dockyard at Esquimalt, B.C.

Applicants for forms are requested to state definitely the item or items on which they desire to tender.

G. J. DESBARATS, C.M.G.,
Deputy Minister of the Naval Service.
Department of the Naval Service,
Ottawa, November 28, 1916.

Unauthorized publication of this advertisement will not be paid for.

The Oldest and Largest Makers of Talcum Powder in the World is the House of Mennen's

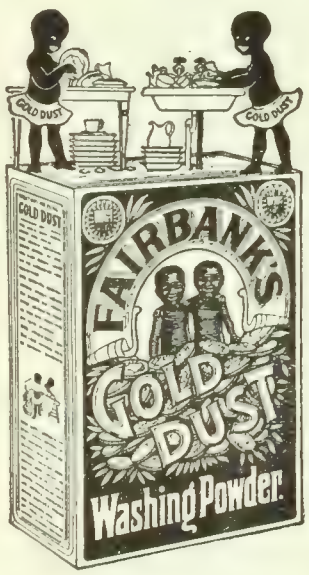
THE universal prestige it now enjoys, is the reward for over thirty years' conscientious manufactur of the best talcum powders and the outgrowth of the unceasing experimenting and research work, which has been carried on in the great Mennen Laboratories since the very beginning.

Mennen's Borated Talcum is recognized the world over, by thousands of physicians, nurses and mothers, as the standard baby powder. The other various tints and perfumes hold an equivalent position with those for whom they are especially prepared.

Dealers always feel assured, when they sell any of the Mennen Products, that they are backed by the oldest and largest manufacturers of talcum powder in the world.

The Gerhard Mennen Chemical Company

Canadian Factory: Montreal, Que. **Canadian Agents: Harold F. Ritchie & Company, Ltd., Toronto, Ont.**



You have a steady seller in

GOLD DUST

Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.

A tea that has sold for more than a score of years and steadily increased in sales and prestige must have some outstanding qualities. The secret of Red Rose Tea's success is in the choice quality of the leaf, the skill in the blending, and a uniformity of flavor, richness and strength that has been maintained under all conditions.

RED ROSE TEA has proved itself worthy to be made the LEADER of every enterprising grocer.

T. H. Estabrooks Co., Limited, St. John, Montreal, Toronto, Winnipeg, Calgary

It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Gleba Polish Company

Oshawa, Ontario

The Only Patented Refrigerator

in existence with warm air flues across ceiling of the cooling room and connected with warm air flues around walls. Get the benefit of our 30 years' experience and write us for catalogue. Pat. 1900, 1910, 1914

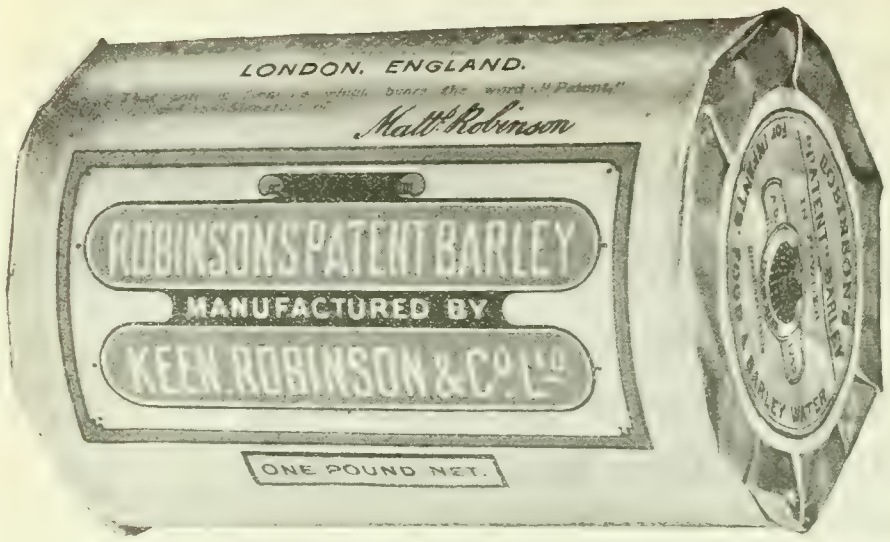
Eureka Refrigerator Company

Limited

31 Brock Ave. TORONTO

REPRESENTATIVES: Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lanegan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

If any advertisement interests you, tear it out now and place with letters to be answered.



This package is now a household requisite, everywhere in Canada for Infants and Invalids.

Wide-awake grocers feature Robinson's "Patent" Barley and "Patent" Groats. A display of these attractive packages will increase your sales and profits.

MAGOR, SON & CO., LIMITED

30 Church Street, Toronto **191 St. Paul Street W., Montreal.**

AGENTS FOR THE DOMINION OF CANADA.

ICING SUGAR IN PACKAGES

If there is one kind of sugar as against another that should be put and sold in original packages it is Icing.

When stocked in bulk for any length of time it becomes hard and lumpy. Avoid unnecessary trouble in this direction by handling only

Lantic Icing Sugar

packed 20 and 50 *one pound* packages to the case.

In addition to the carton our Icing is packed in a paraffin bag on the inside which insures keeping qualities.

Order a case to-day for your Christmas trade.

Atlantic Sugar Refineries, Limited

St. John, N.B. **Montreal, Que.**

CANADIAN GROCER

Vol. XXX. TORONTO, DECEMBER 15, 1916 No. 50

The Last Word in Store Refrigerators

The New Store of Brown Bros., St. Clair Ave., Toronto, Finely Equipped—Some Innovations in the Refrigerator Line—Even Display Windows are Supplied With Cold Air—A Modern Plant That Should Bring Success

THE firm of Brown Brothers who have a meat and produce stall in the St. Lawrence Market, Toronto, as well as several stores in various parts of the city, have just opened a new store at 1158 St. Clair Ave. West.

This store is one of the best equipped in the city for the particular business for which it was designed. The cold storage facilities are unusually complete.

The store is a large, airy structure with plenty of room available for a plentiful stock. Facing the door is a large glass show case, 18 feet in length, two compartments high. The lower of these compartments is for the display of butter, eggs and similar lines of produce. The top compartment is for cooked and special displays of fresh meats. The top of this display case is used for a serving counter. The actual cutting is done on blocks that are hidden behind this counter or in the commodious workroom behind the store proper. The counter, like all the fixtures of the store, is made of white porcelain and is supplied with pipes running through the back. These pipes do not appear to spoil the sightliness of the show case, but they provide a perfect cooling system, so that the display case becomes a perfect refrigerator, and it is not necessary to remove any of the goods over night.

Behind the counter and running right across the store there is a partition of porcelain squares outlined in oak. On the left of this partition is a glass door leading into the back store. To the right a door leads into the office. Between these two there is the refrigera-

Show Case and Refrigerator of the New Brown Bros. Store on St. Claire Avenue, Toronto.

tor proper, with glass windows for displaying the goods that are not removed from the refrigerator. A number of doors open into these different compartments. With their glass face and bright nickel fittings outlined in dark wood against a surface of white they give a pleasing impression of freshness and cleanliness.

Large Refrigerator Capacity

The large door into the refrigerator opens from the back store. The refrigerator itself is 12 feet high and 11 feet square giving ample room for handling of large cuts of meat. The back store is another large, bright room fitted with cutting blocks, a porcelain sink for cleaning fish and other appliances for the care and handling of the meat and produce business.

Refrigerator Show Windows

The windows are one of the novel features of the store. To display meat and produce without causing a deterioration of the goods displayed, is one of the difficulties of the business. The warm atmosphere of a window often ruining the appearance of the goods in a few hours.

In this new store provision has been made for that. Not only is the floor and walls porcelain lined, but the whole is refrigerated by a series of pipes. These narrow pipes are arranged in a scroll design about four feet from the floor of the window. They serve to suspend goods on when necessary, and their design does away with any detrimental effect that they might have.

In the cellar is the refrigerating plant run by an electric dynamo. Near this is a pickling vat, also refrigerated. Nothing that modern refrigerating engineers have discovered has been omitted to make this store one of the most complete of its kind in the city.

William Brown, when spoken to regarding the store, stated that, though the store had only been open four days, the business done to date had more than come up to their expectations. Mr. Brown believes that this section of the city has a great future ahead of it. Already the Oakwood and Earlscourt districts which the store is destined to serve, has a population of 25,000 people, and Mr. Brown stated that their firm believes that it will be a coming part of the city and consequently when they were building they decided to make the store as complete in every detail as they knew how. The measure of their faith may be estimated when it is known that the outfitting of the store alone amounted to about $3,900. It is intended to do a general butcher business as well as handling all lines of produce, cooked meats and vegetables. The new store will also handle a full line of canned goods. With its bright and airy appearance and its scientific arrangements the store should prove a great drawing power.

The Story of Margarine--III.

The Third of a Series of Articles Presenti ng Complete and Authoritative Information With Reference to the Manufacture of the Product and Legislation Covering the Sale of Same.

Compiled by John C. Kirkwood.

EDITOR'S NOTE.—*This is the third and last of the series prepared by Mr. Kirkwood. He has succeeded in demonstrating that margarine is a wholesome product and quite as palatable as butter. In fact, it is probable that not even an expert could tell the difference from the taste alone. Mr. Kirkwood has also demonstrated, by citing the regulations in Great Britain and the United States, that the sale can be so checked that substitution is prevented. In the accompanying article he draws certain conclusions from the evidence that he has gathered together.*

The dairying interests are out full hue and cry against any suggestion of permitting the sale of margarine in Canada. They claim that the present price of butter is a temporary one and that relief should not be attempted by a method which would permanently flood the market with a substitute which might be fraudulently sold as butter.

The interest of CANADIAN GROCER *in this question is that of the retail grocer. It is not the desire of this paper to head an agitation for a repeal of the law against margarine. It was felt, however, that as the authority of the grocery trade in Canada it devolved upon* CANADIAN GROCER *to present all the facts so that the discussion could be conducted from a common basis of truth.*

(Continued from last issue.)

The dairy interests did not contend that oleomargarine was not a legitimate, wholesome and nutritious food, but objected solely to the fraudulent sale of oleomargarine as butter. (The associate editor of The Ohio Farmer, W. J. Chamberlain, in justification of the proposed 10 cent tax on artificially-colored oleomargarine declared a tax by Congress so high as to be virtually prohibitive, to be the best, and probably the only means that would succeed through the whole country in compelling oleomargarine to be sold to the final consumer for what it was.)

The Greut Bill became law by a vote of 196 to 92, and it is significant that nearly all votes cast in favor of the bill were cast by Democrats.

The Act of 1902, in addition to the 10-cent and ¼-cent taxes and the special taxes on makers and dealers, required oleomargarine to be packed in a certain manner. The firkins, tubs, or other wooden packages, must not have been used before for any other purpose, and each of these packages must contain not less than ten pounds, and each package must be marked, stamped, and branded by the Bureau of Internal Revenue. The retailer was required to sell only from original packages which were to be kept in view of the purchaser, and the smaller quantity which he sold had also to be properly marked. Those breaking the law could be punished by being required to pay the amount of all taxes whose payment may have been evaded, and by a fine in addition.

V

THE inefficiency of the political system of regulation was never better illustrated than in the case of oleomargarine. In the United States the imposition of the Federal tax of 10 cents a pound on artificially colored oleomargarine has quite failed to check the sale of this acceptable butter-equivalent in that country, and on the other hand has produced its own crop of evils. The tax instead of suppressing the sale of oleomargarine has actually facilitated and

encouraged its fraudulent sale, as butter.

In 1902, when the Federal tax was two cents a pound, the consumption of oleomargarine in the United States was 126,316,427 pounds. As soon as the ten-cent tax went into effect, consumption rapidly decreased—that is, the consumption of oleomargarine as such; and the Government drew less revenue in spite of the fivefold increase in the amount of the tax.

In reality the production of oleomargarine increased. In 1911 the estimated production was 500,000,000 pounds, of which only 92,000,000 was sold under the name of oleomargarine and paid the tax! In other words, only 18 per cent. of the total output was actually sold as oleomargarine; the rest was sold as butter! In the last thirteen years the Internal Revenue Department of the United States Government has been defrauded of taxes and fees in connection with the oleomargarine industry of a sum estimated to amount to $27,000,000!

The inefficiency and evil-fruitage of the present system in the United States was officially voiced in the annual report for 1911 of Royal E. Cabal, Commissioner of Internal Revenue of the United States Government, who said that the double standard of taxation on oleomargarine (10 cents on the artificially colored article and ¼ cent on the uncolored) was corrupting grocers and working a fraud against the public.

The history of the oleomargarine industry in the United States and of margarine in Great Britain; of the failure of the law and system of the United States to prevent fraud, and of the success of the British system in eliminating fraud, should be of value to Canadian legislators when they are called upon to frame a new law governing the manufacture and sale of oleomargarine in this country. Taxation has failed. What has succeeded is regulation without taxation.

Dr. Harvey W. Wiley, the eminent chemist and great foe of adulterated and low-grade foods, has spoken as follows: "Fraud will follow so long as the present law exists. * * * A compounding of felony is going on by the authority of Congress and by agreement of the Commissioner of Internal Revenue. * * * The law which forbids the artificial coloring of oleomargarine is all right, but does not strike at the root of the evil. * * * These men (the dairy lobby at Washington) froth at the mouth when told that the coloring of butter is as great a dietetic crime as is the coloring of oleomargarine. * * * Every wholesome food should be equal before the law, and have equal rights on the markets of the country."

On the matter of the artificial coloring of butter, Congress authorizes the coloring of butter artificially in its definition of butter. Butter is legally defined as a substance made exclusively from milk or cream, or both, with or without, common salt, and with or without coloring matter." Further, the American law permits the householders to add color when the oleomargarine is for domestic use; (but prohibits the dealer from adding color under heavy penalties), with the result that some manufacturers and dealers provide a phial or capsule of coloring fluid with each package or purchase of uncolored margarine. It is this ability to color the uncolored product, and the temptation to do so as a consequence of the 10-cent tax that has led to much fraud on the part of dealers.

Dr. Wiley's suggestion, as a method of preventing fraud, is a law that will prohibit the use of any dairy product in any preparation of fat or oil intended for consumption in place of butter. Relief from present frauds, he declares, will never be had until such a law is passed.

But there are others, equally in earnest and equally intelligent, who propose other methods, and their proposals are based on facts, not presumptions nor predictions.

Advertising is one sound suggestion of the enlightened as an efficient means for preventing fraud by removing the reason or excuse for fraud. Their argument is: "Nobody wants to dodge demand, even if it were possible. Put oleomargarine up in packages, advertise it. and substitution will stop, because temptation has been removed."

That this contention is not visionary is abundantly proven by actual history—in Great Britain, and in the United States. In the British Isles, margarine is very extensively advertised by individual companies, and in 1911 a co-operative advertising campaign (participated in by several makers and importers) was carried on in the public press, designed to induce all classes to use margarine and to increase the number of retail dealers handling this commodity.

In the United States, the big packing houses, like Armour's and Swift's, have employed advertising, in newspapers and magazines, to create demand for oleomargarine (or butterine, as some call their product) for what it is. Swift's, for example, have advertised their brand of oleomargarine in the *Saturday Evening Post*, and even in *The Outlook*—and the appeal to the high class of homes represented by *The Outlook's* constituency of readers was described by one writer on the subject of oleomargarine as "a nervy piece of business."

In the earlier Swift advertising, the paramount aim was to remove the fundamental misconception that oleomargarine is a substitute for butter, and it is worth remarking that this idea seems more firmly rooted in the minds of the trade than of the public. Recent Swift campaigns have been a straightforward effort to tell the public the advantages of oleomargarine and get them to buy it in the manufacturer's own package.

VI.

To create a demand for oleomargarine for what it is, by its own name—this by publicity; and to regulate its sale so as to prevent its fraudulent substitution for butter (as has been accomplished in Great Britain)—these are the problems facing Canada, in the event of the ban's being removed on its manufacture and sale in this country. Also, that one industry should be able to put on the statute books of this country a law that suppresses another industry equally legitimate, is a condition that calls loudly for correction; and it is believed that when farmers and dairymen and legislators study the whole question fearlessly and honestly, the prohibition on the manufacturer and sale in Canada of "the poor man's butter" will yield to sounder and fairer legislation.

FOOD CONTROLLER A TEA MERCHANT

Lord Devonport, the new food controller for the British Empire, was Sir Hudson Kearley, the head of the firm of Kearley and Tonge, Ltd., London Tea Merchants.

Lord Devonport who is a Liberal in Politics, sat in the House of Commons for many years as the representative of Devonport. He initiated great plans for the bettering of the Port of London, straightening the Thames, building enormous docks for loading and unloading ships and dry docks large enough to take the largest steamers in the world.

At his instance, the "Port of London authority" was created to carry out these great works and he accepted the chairmanship without salary and has devoted the last ten years to the work. It is stated if these great works had not been carried out, it would have been impossible to handle the great, additional demands made upon the Port of London since the war.

Capt. Parsons, who has been at the front for five months, returned home last week. Before enlisting he was employed in the firm of Parsons, Brown & Co., wholesale groceries.

CANADIAN GROCER.

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—

Montreal - Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—142-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address; Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX. TORONTO, DECEMBER 15, 1916 No. 50

IT IS indeed difficult nowadays for the demon rum to keep his spirits up.

* * *

PERHAPS in 1925 people will speak longingly of the good old days when eggs cost 80 cents and butter 50 cents a pound. Who knows?

* * *

UNCERTAINTY may exist as to some fruit crops in California but Hughes must have very definite opinions as to the lemon crop in that state.

* * *

A CUSTOMER in a Toronto grocery store was heard asking the other day for "One tin of feminine haddies." Must have been a suffragette. It looks like carrying ones prejudices too far.

* * *

THE United States can feed her soldiers on 27 cents a day according to the Commissary Department. Here then is the reason the American Army finds it difficult to get recruits. We ourselves would hate to have to look forward to three of those 9 cent meals a day.

* * *

WITH the continuance of the Egg boycott in the United States the smile on the face of one Jan Wetz is becoming less beaming. Eggs are eggs, of course, but if the public refuses to buy these 72,000,000 eggs Jan will have to crawl out of the small end of the horn, and Jan is a well nourished pirate. The crawling would not come easy to him.

* * *

THE Dogfish has won its promotion. It is now to be noted among the food fishes. That is some promotion from being only a fertilizer. It has changed it's name, however, and will henceforth be known as grayfish. Now from the coast comes the suggestion that the skin of the Dogfish can be used for making boots. Shades of Isaac Walton! Think of going to church in a pair of fish boots.

* * *

IN MONTREAL a pint of milk costs 6c, a quart 10c. Dealers have recently raised the price on the pint bottles but not on the quarts. The reason urged is the increased cost of milk. But why should the same article cost more in a pint bottle? Looks as though the gentle cow had caught the habit and had boycotted the familiar pint.

* * *

THE ASPERSIONS cast upon the bakers on account of the enormous profits they are supposed to be making, seem to be getting beneath the skin of some of the fraternity. The Elmwood Bakery, Winnipeg, offers to pay $100 if anyone can bake and deliver 500 loaves at 5 cents apiece and show a modest profit of $1.00 clear on the transaction. Try it somebody. We're too busy at the moment.

* * *

THE HON. T. W. CROTHERS has been waving the big stick over the head of the Bakers' Association of Ontario, because they refused to sell bread to a grocer who would not keep to their standard of price. Mr. Crothers writes: "This matter of killing competition cannot be permitted, and so far as I have authority under that Order-in-Council, I do not propose to permit it." That surely sounds like business.

* * *

UNCLE SAM seems to have stacked up against something, when he tackled the Cold Storage Trust. Uncle S. is so neatly sewed up in his own laws that the Trusters can put their tongue in their cheek with impunity. Across the line the Government has to prove a conspiracy in restraint of inter-state trade

before any action can be taken. Until the individual trader attempts to take his product across the state line he cannot be touched. Looks to us like offering undue inducements to rip one's next of kin up the back.

LORD DEVONPORT—FOOD DICTATOR

IT is interesting to note in the announcement of Lloyd George's Cabinet that Baron Devonport has been given the onerous post of Food Controller. This selection seems to be not the least wise of a wisely selected Cabinet. The post of Food Controller, may be made a sinecure, a tyranny, as has been the case in Germany, or an adequate, fair and effective measure to help ensure the ultimate success of the war. To this position of almost autocratic power Lord Devonport brings all the wisdom and understanding of business conditions that could only come from a long and close association with business, with an understanding of the difficult shipping problems, so intimately associated with the food problem in the United Kingdom. As Manager of the Port of London he has had ample opportunity to become conversant with the world aspect of his new position. Under his guidance the radical changes foreshadowed in the inauguration of his office should be made as little burdensome as possible.

INCREASING SHIPMENTS OF CANNED GOODS FROM SPAIN

THE recent introduction of Spanish Canned Tomatoes on the Canadian market has led to an increased interest in this country's goods. Prior to the war, Spain was satisfied to supply her own markets, but of recent date she has been reaching out for a share of world trade in this line. The shortage in Canadian canned goods this year gave a very favorable opening. Just to what extent Spain will become a competitive factor with our own canneries in times of plenty remains to be seen. The introduction of these goods has been too recent also to permit of a thorough enquiry into their merit.

For the first eight months of the present year Spain's shipments of canned vegetables totalled 7,009 tons as against 5,631 tons for the same period last year.

Spain is also becoming a formidable figure in the sardine industry. There was an increase in export of 3,500 tons this year in canned sardines as well as a most remarkable increase in the smoked fish. The value of Spain's exports in this line of goods alone this year has been close on $4,000,000. Evidently Spain is a country to be reckoned with in the provision business.

TRADE ACCEPTANCES AND THE RETAILER

AN Atlanta, Georgia, bank has been sending out a circular to all wholesalers, outlining to them the advantages of a trade acceptance over the usual open account. The wholesaler shipping a bill of goods, in many instances merely sends an account. This statement is of doubtful commercial advantage in the eyes of the bank. It is open to dispute, subject to reductions, and consequently is not acceptable at its face value, save at a high rate of interest. Many adopt the method of getting trade acceptances. They send out drafts with their statements. These drafts properly endorsed, whether they are drawn at sight, at 60 days or whatever time, are a definite acceptance of responsibility for the account as it stands, and as such are much more readily negotiable by any bank at a much lower rate of interest.

Is not this also a suggestion for the retailer? Experience has proved that the retailers credit accounts show a very considerable margin of loss. Many a dealer needs accommodation that the bank could give on the security of his accounts, did they know that there was any surety of collection. If the merchant instead of worrying about his overdue accounts, could induce his customers to give him notes for the amounts they did not feel able to pay at the moment, he would with these be able to show a very tangible trade asset that any bank would be willing to accept.

BEHIND THE COST OF FOOD

WHAT is behind this cry of High Prices? Reading the daily press one would be led to believe that were it not for the large business corporations, the speculators and the cold storage system that we would be buying goods for next to nothing.

Have we given sufficient thought to the actual conditions?

More than half of the world is in the grip of war. Tens of millions of men have been taken from the productive ways of peace. The fields of the bulk of the world are lying fallow, because there are none to till them.

This burden must be borne by someone, and it falls on the shoulders of the lands where war is far distant. Millions of unproductive mouths to feed with nourishing food, is in itself a great item. The toll of this great task has fallen heavily on Canada. It has fallen heavily on all the western world. With its 600,000,000 bushel wheat shortage. Here we realized this to the full. Where foods have been plentiful, the shortage of shipping has made this advantage of no effect. Production is high, because labor is scarce and labor is scarce, because of the war's grim demands. Leather is scarce, and wool is scarce, and cotton is scarce, because boots are needed, and clothing is needed and bandages and munitions are needed for the men in the trenches.

All these are old truths.—Time-worn in three years of war. But they should be kept in mind. Some men are making millions from the war, but it has yet to be proved that the handlers of provisions, at least in this country, are among the number.

The Winter Sale of Package Cereals

Is the Package Cereal a Seasonable Article?—If so, to What Extent is This So?—Can it be Sold in the Winter Time?—What the Experience of Numerous Merchants Suggests—Proper Attention Keeps Sales up at all Seasons.

IS the sale of prepared breakfast foods merely a matter of season? There are many people who claim that this is so, and as soon as this season is passed they make no effort to sell them until in their mind the proper season has again arrived.

Is there such a season? Of course, in the nature of the things it is to be expected that the heavier foods will have a greater sale in the cold weather than at any other time. It is not intended to dispute the fact that there may be a falling off of sales at some particular time. What grocers are interested in is to discover if this falling off is of sufficient seriousness to be an actual argument against the sale of these goods in the lean period, and if measures cannot be taken to keep the demand near the normal.

Of course, there is no one who is able to give a categorical decision on these matters. Local tastes and prejudices. and differing conditions generally, have a great deal to do with such matters. The opinion of a man in one part of the country might be exactly contrary to the opinion of a man in another. But the experience of a number of merchants, from many different parts of the country, should give a solid basis of fact to work on.

The CANADIAN GROCER appealed to a number of its readers for their opinion on this matter, and the replies received provided a wide field of argument

The questions dealt with the proportion of breakfast food sold between the months of November and April inclusive. Whether these lines were found to be saleable in winter, and what measures were taken to stimulate their sale.

An All-year Seller

W. J. Cherney, of Windsor, Ont., is a champion of all the year selling of breakfast foods. He asserts that he has a big sale for all these lines the year round, and does not notice any particular falling off during the winter months. If trade should show any tendency to drop off, he goes after it fast with attractive window displays. These he finds are quite sufficient to keep the business in these lines at a normal level.

Another grocer who finds the trade in these lines practically the same over the twelve months of the year is G. J. Saunders, of Steelton, Ont. The falling off in these lines during the winter months, says Mr. Saunders, is very slight indeed, and is more than compensated for by the increased sale in other lines of cereal goods. No effort is made by Mr. Saunders to keep the package goods to the fore. His argument is that, if the package goods do not sell, rolled oats and similar lines do, and so it is as broad as it is long.

J. M. Findlay, Dromore, Ont., thinks that about 75 per cent. of his trade in prepared food is made between April and November.

C. W. Bennett, of Frederickton, N.B., has about the same experience. He states: "No particular data is kept of our sales, but I should say that we make only about 20 per cent. of our sales from November to April. We have, however, a fairly good sale all winter.

"We do not adopt any unusual selling methods to stimulate the sale of these goods other than drawing them to the customer's attention."

J. N. Schefter, of Mildmay, Ont., is another merchant who notices no particular seasonal activity in these lines. The trade with him is practically steady the year round, and be notices no falling off worth speaking of in the winter months. Possibly this is accounted for by the fact that he keeps these goods prominently before the public. Window displays are used extensively, and good use is also made of the newspaper columns.

Three Rivers, Quebec, also reports the same state of affairs. O. Carignan & Fils find a continuous activity in these goods, and find the winter months every bit as good selling months as the summer.

The Bachelor's Breakfast

The Irma Co-operative Association of Irma, Ont., find that these prepared foods are saleable in winter to the bachelor fraternity. It seems that the bachelor, compelled to provide his own meals, falls a ready victim to the charms of the prepared food. Counter displays are used to stimulate trade when the bachelor demand shows signs of weakening.

Replies Tabulated

Of twenty-two replies tabulated, the results showed as follows.—Ten merchants report that their sale of prepared cereals in the summer months, from April to November inclusive was about double the amount of sales for the balance of the year. Five merchants found a still greater falling off in the winter months, and credited only one-quarter of their sales to that period. Three found a falling off of one-third in sales of the winter months, and five noticed no particular difference in sales the year round.

W. J. Wright, of Poplar, Ont., does not sell much in these lines during the winter months. Probably about 10 per cent. of his year's trade he thinks.

Sinclair, Stewart & Co., Summerside, P.E.I., find that their sales of package goods between November and April are about a third of their total sales. They notice quite a pronounced increase in the sale of bulk cereals, which more than compensates for the falling off in other lines.

There is never enough margin in package cereals, says Hugh Malcolmson, of Chatham, Ont., to justify spending much in advertising them, so they are allowed to take their own course.

Milk Supply Governs Sale

W. Miller, of Severn Bridge, Ont., finds a direct connection between the milk supply and the sale of cereals. In midsummer, when the supply of milk is plentiful, the demand for these package goods is strong, decreasing gradually as the milk supply becomes scarcer. To stimulate the sale of these goods, he always has a thirty days' sale prior to stock-taking in February.

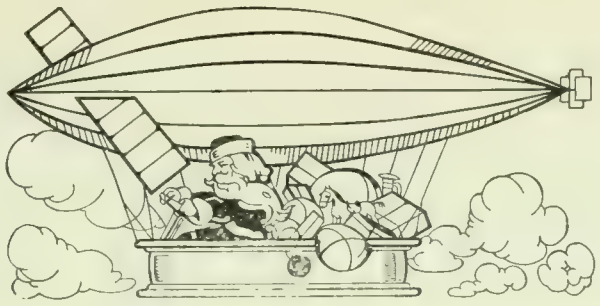
J. W. Bryans, of Havelock, Ont., sells more cereals generally during the winter months. Window displays and special advertising are used to give volume to these sales and prove very satisfactory measures.

J. Ford & Son, of Brantford, Ont., find that only about 40 per cent. of their package cereal sales are made during the six winter months. They use window displays, and by this means keep a fair movement in these lines all the time.

Silent Salesman Stimulates Trade

Frank Stafford & Co., Combermere, Ont., finds that package goods are saleable in the winter, though not nearly to the same extent as in the summer time. To keep this item always before his customers he has a large silent salesman in the centre of the store, displaying quantities of package food. Attention is called to the display by attractive signs noting a slight cut in prices.

Cooper & Co., Swift Current, Sask., find that they can sell a certain amount of package cereals during the winter months, but notice a considerable falling off during that period. From harvest



Father Christmas is on the Way

OLD Father Christmas is on the way, and people in many lands have been making ready for his appearance. Have you provided all that is necessary for a happy day? A little extravagance can be pardoned at this season. Christmas comes but once a year.

We have prepared for your wishes with every line of Christmas goods we could think of. Here are a few Christmas suggestions. Read over this list and see if there are not some things that you have overlooked.

PLUM PUDDINGS — These plum puddings are made by a reputable firm, and we have their guarantee that they contain nothing but the finest of fruits, suet, spices, flour, etc. They are, too, daintily packed and will keep for a long time in your cellar. Only ..c per lb.

DRIED FRUITS — Small boxes of Malaga raisins of fine quality, at ..c the box; choicest layer figs at ..c per pound; splendid cooking variety at ..c; only a few Sultana raisins left at ..c per pound; dates, in cartons, a tasty addition to the cake, ..c each.

FANCY BISCUITS IN FANCY TINS

and

DAINTY CONFECTIONERY

Now is the time to get some of these handsome tins. They contain delicious biscuits, and into the bargain, these tins can be used throughout the year in serving your guests. They are being sold at ..c, ..c, and ..c.

Don't overlook the children in the matter of holiday stockings and crackers; look over the assortment we have. There are also special boxes of candy that would delight anybody.

MINCE MEAT—For the pie there is nothing you can use that gives less trouble than mince meat. In cartons, tins and in bulk, at ..c, ..c and ..c per lb.

WALNUTS—Either shelled or plain. These are very fine quality, and remember, all nuts are scarce this year.

JOHN SMITH & CO.

(Address) (Phone)

Newspaper Advertising Suggestion for Moving Out Exclusive Holiday Lines.

time till Christmas is the season of greatest sale with them, but on the whole their experience has been that warm weather is the most conducive to the brisk selling of cereal lines. Prominent display and occasional advertising serves to stimulate the demand during the dull months.

A. M. Thomson, of Landis, Sask., finds that package goods are saleable in winter, though to a more limited extent. Special prices on large quantities is the best means he has found of keeping the demand active.

N. W. Smith, Harvey Station, N.B., believes that people are largely influenced in buying by what they see. So when he finds package goods beginning to drag, he moves them to a more prominent place in the store, and in this way finds that the demand keeps up fairly well.

From this discussion it is evident that, while package breakfast foods are in a measure a seasonal article and cannot be expected to sell with equal vigor all the year round, yet a little judicious pushing, that may be done with little or no cash outlay, will serve to keep them always moving. This is a great advantage. A merchant cannot estimate his needs to the package, and it is certainly a disadvantage to have goods lying idle. Goods that take a year to sell must bear an undue portion of overhead charges, to say nothing of the general deterioration both in appearance and quality of goods that remain too long on the shelves.

ANOTHER MAPLE SYRUP CONVICTION

A retail grocer of Richmond Hill, Ont., appeared recently before Magistrates Brunton and Prescott charged with selling adulterated maple syrup, purchased from a commission merchant in Toronto. The report of the Government analyst showed that there was not a trace of real maple syrup in the composition. The grocer was given the minimum fine, $20 and costs—a total of $50.10. The justices gave notice that in future they would impose the full extent of the penalty, which under the provisions of the Pure Food Act amounts to $100.

This is but another of the many instances that prove the wisdom of getting a Government warranty with any goods purchased from parties whose reliability is not perfectly sure.

South Africa Growing Oranges for Market

It looks as though the public will have to double up before long in the orange eating line. South Africa is opening up as a great orange market; 500,000 orange trees have recently been planted, and other large groves are planned. The exportation of these goods on account of the lack of shipping facilities has been impossible recently. Before the war the annual shipment amounted to some 45,200 boxes. There were some million boxes available for export this year had space on ships been available. When the recently planted groves come into bearing, South Africa ought to figure as another California. With the improvement of cooling appliances on ships, these oranges may ultimately be expected to appear on the Canadian market.

New Goods Department

A new polish for gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc., has been placed on the market by the Gleba Polish Co., Oshawa, Ontario. The manufacturers claim that this "cleans and imparts a brilliant polish" to these goods, as well as being an excellent polish for window and glassware. It is put up both in brick form and paste form.

Present Fruit Market Conditions

Frost in Northern California Does Much Damage — Later Stock Not Affected — A Record Crop of Almeria Grapes Does Not Reduce Prices — Pineapples on the Market—Some Hints on Handling This and Other Tender Fruits in Cold Weather—A General Resume of the Fruit Trade.

LATEST advice from Northern California points to the fact that the frost of two or three weeks ago, which at the time was not thought to have done a great deal of damage, has had a more serious effect than was at first anticipated. It is now generally admitted that the Northern crop will show a very considerable loss, and even those oranges that are marketed are in some instances touched with frost. Some frosted fruit from these sections has appeared on the Canadian market, and while hardly severely frosted enough to spoil the actual food quality of the fruit, the small pitted marks detract a good deal from its appearance. Tulare County was the section that suffered most from the frost, though the whole northern section was more or less affected. Slight frosts were noted in the southern sections, but their duration was so short that they did no appreciable damage. This is a point for congratulation, for even though the northern section has been considerably affected, it is to be noted that the southern section is the great citrus-producing section of the State. The oranges from this section are later in movement than the northern section, and it is not to be expected that southern navels will be on the market to any extent till after the New Year. In this section the slight frost was an advantage rather than otherwise, as it has brought out the color of the fruit, as no manner of artificial ripening can do.

Heavy Crop, Despite Frost

The California citrus crop prospects, even with the loss by frost, which in some sections is reckoned as high as 25 per cent., is for a bumper yield. The new crop is reported to have made splendid progress, and earlier estimates of the crop seem to have under rather than overestimated the quantity. Many sections that in former years have yielded only about 300 boxes per acre, will, it is expected, yield as high as 700 this year, all of which seems to suggest that the $3.75 and $4 prices that these goods are at present bringing are not likely to be maintained when the California crop once begins to move in real earnest. The Valencia orange crop is practically disposed of; 200-250 cars are all that remain to be shipped. Florida oranges are now on the market in good quantities, and these probably have considerably the

advantage in quality. The Florida orange is a delightfully sweet fruit, and though it may suffer something in the comparison of appearance, it does not do so in any other respect. Probably for general purposes at present the Florida orange is the best variety on the market, and it can be bought somewhat cheaper than the navel. Florida also can boast a fairly heavy crop this year, several millions of boxes in excess of last year's output.

Grapefruit Moving Slowly

For one reason or another grapefruit is not greatly in demand, though it is at its best at present. Florida stock is in, as are also some very fancy packs of Cuban. The price on these goods, of course, is still high, mainly $3.75 to $4, according to size for the best grades. On the other hand, Cuban and Jamaican grapefruit can be bought much cheaper, and in the average sizes this fruit will be found a very satisfactory article. For fancy palates, Florida Tangerines are available; these are quoted at $4 a strap, or $2 for box of 144. There is always a fair sale for this line, but not every one has a taste for Tangerines, and consequently importers are careful not to over-supply the market.

Handling Pineapples in Cold Weather.

Porto Rico pineapples are also on the market. These are among the finest classes of pines offered to the trade; they have also the advantage of being the earliest. Havana pines will not be on the market till mid-winter, and Florida not till early spring. Pineapples are a line that need good handling. In the mild weather of the last few days their handling is a matter that requires little care, but with the advent of cold weather the handling of pines becomes a trying matter. Being so largely composed of water, they suffer readily from frost. They are rendered even more subject to this by the fact that at this time of the year it is almost always necessary to artificially ripen.

This, of course, renders them still more sensitive. Dealers cannot be too careful in handling these goods to keep them away from drafts and from coming into contact with the cold glass of show windows. Even a night spent in a thoroughly cold store may be sufficient to spoil them for sale.

Strange as it may seem, the sweet potato is another article of which practically the same may be said. They do not even need to be frozen to show the effect of cold. A thorough chilling may be sufficient to start rot. If carefully handled, however, these should prove a very profitable line for the grocer, as the present kiln-dried Sweets, if properly handled, should keep any reasonable length of time.

The Christmas Cranberry Will be Scarce

A shortage of the Cape Cod cranberry crop is likely to keep these goods soaring in price for some time to come. They are now selling as high as $12 for long keepers, with poorer grades trailing all the way down to $9. These lower-priced goods are mainly very fragile stock, and though possibly almost as good for immediate use, they are not likely to stand up for any length of time. With the Christmas season approaching it is more than likely that cranberries may register a new high mark.

Almeria Grapes Plentiful—Prices Remain High

According to the crop reports, Almeria grapes should be selling at reasonable prices. A report from Almeria, Spain, announces a very large increase in the grape crop. It is estimated that this year's crop will total 24,000,000 kegs of 50 pounds each, as against 1,311,204 for last year. There are other conditions, however, that govern shipments from all European ports. Both Almeria grapes and Spanish onions are largely handled through Liverpool, and naturally the

dangers of war are very grent in their trip across channel. It is also very difficult to get ship room for these goods, and though Liverpool is plentifully supplied, it has been difficult to get a supply here. Many American dealers are importing direct, and thus saving this element of delay, and a good many Canadian dealers are getting their goods from this source. Almeria grapes are ranging at all prices, from $6 to $10 being the usual range. These grapes are arriving in very fair condition this year, though even in the best packs there are often slight indications of waste.

California Emperor grapes, on the other hand, are of unusually poor quality. The heavy rains of the ripening season had a very detrimental effect, and it is very difficult to get a satisfactory article. Lemons are showing a tendency to be easier. The difficulty of getting shipping accommodation from Italy, that was so acute earlier in the year, has eased considerably, and shipments are coming through fairly readily; this, in conjunction with the California crop, is tending to modify prices.

A Word About Apples

For all that apples are a native product, they seem to be one of the scarcest articles on the list. In British Columbia and Nova Scotia the crops were good, but there was a great dearth in Ontario and Quebec. Even such apples as there were suffered considerably in quality in these sections. One result of this was a permission by the Government to pack "Special" No. 3. These comprised all good apples that were slightly marred by scab or other defect. A good many of these "Specials," or No. 3A, are coming on the Ontario market, and are proving very satisfactory. They have been selling for the best grades of apples at about $3.75 to $4.25, and they are distinctly marketable apples. British Columbia apples, too, are growing in favor, and more than ever are being sold in Central and Eastern Canada. The varieties are: "Delicious," a new and unusually fine eating apple, as well as the standard varieties: Jonathans, Spitzenburg, Roman Beauty and Winesap.

In the line of fancy vegetables, there are available at present hothouse cucumbers, Florida lettuce and peppers, California celery and cauliflower.

Generally speaking, prices of fruits and vegetables are high, but they have not yet reached the percentage of increase that has marked practically every other line of food products.

Articles That Require War Stamps

A Complete List of Articles Sold by the Grocer — Much Misapprehension Has Existed on This Score Among Retailers With Resultant Loss

THERE has been a great deal of misapprehension on the part of many merchants regarding the war tax stamp and what articles require it. Of recent date instances have come to the attention of the CANADIAN GROCER, of parties putting stamps on meat extracts, also on bottles of grape juice. In neither of these instances, of course, is the tax stamp required.

The articles regarding the stamps are:—

Proprietary or Patent Medicines.—These include, according to the Act: "Pills, powders, tinctures, troches or lozenges, syrups, cordials, bitters, anodynes, tonics, plasters, liniments, salves, ointments, pastes, drops, waters (except mineral waters in their natural state, or carbonized), essences, oils, and all other medicinal preparations or composition, bottled or packed ready for sale in respect of which the person making or preparing the same, has, or claims to have, any formula or secret or occult art for the making or preparing thereof, or has or claims to have any exclusive right or title to such making or preparing, or which are prepared or made under any letters patent or which are designated by a trade mark, or which if prepared in accordance with any formula published or unpublished are recommended to the public by the makers, vendors, or proprietors thereof as remedies or specifics for any disease or affection whatever affecting the human or animal body, but does not include any medicinal preparation or composition recognized by the British or United States Pharmacopoeia or the French code, as official.

"Perfumery.—Alcoholic and non-alcoholic perfumes and perfumed spirits, bay rum, cologne, and lavender waters, hair oil, tooth and other powders and washes, pomatum pastes and all other preparations used for the hair, mouth, or skin.

"Wine of the grape, non sparkling, or "Champagne or sparkling wines."

This is the full list of articles in bottles or packages that require the Government tax stamp. Any article that does not come under one or other of these four heads does not require the tax stamp.

The stamps required are:—

For Proprietory or Patent Medicines or Perfumery.—For every bottle or package of the value of 25 cents—one cent and additional one cent for every additional 25 cents in value or fraction thereof.

Wines.—One pint or less three cents; less than a quart but more than a pint, five cents. For each quart or additional quart or fraction thereof, five cents. Champagne, pints, thirteen cents. More than pints, but less than a quart, twenty-five cents. Twenty-five cents for each quart or fraction thereof in addition.

HAVE RETAILERS BLUNDERED IN TRADING STAMP BILL?

New England Grocer and Tradesman

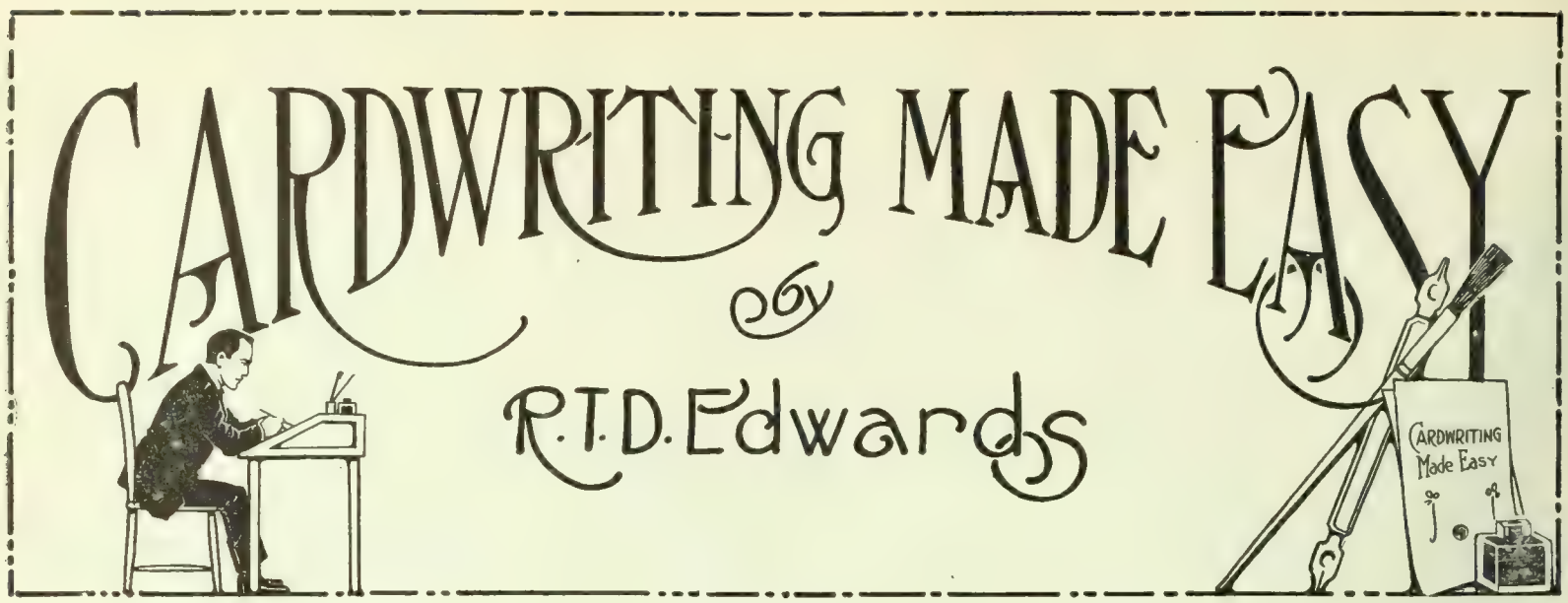
There is a growing suspicion among wise trade readers in the grocery trade, especially association leaders, that they have made a slight slip in their intentions when they framed the bill which they had planned to have introduced into the various state legislatures. As drawn, it would exclude not only trading stamps but coupons of all sorts, even those which the manufacturer packs and redeems himself. While there are differences of opinion among grocers as to the wisdom of any coupons, it is understood that their objection is really against the trading stamps and that there was little desire to interfere with the specialty manufacturer. Since manufacturers have been pointing out the effect of the bill several prominent trade leaders have shown a disposition to modify their bill.

It is pointed out by manufacturers that when they pack a coupon and redeem it, it causes the retailer no inconvenience because he has no expense attached to it, nor has he anything to do with the redemption. Trading stamps the grocer pays for and pays for more than are actually redeemed. Besides, the grocers claim that trading stamps are a menace because they give rise to competition among retailers and once undertaken a single grocer cannot drop them till his competitor does, nor can he let them alone when his competitor gives them. Coupons in the package are free from these features; they sell alike wherever the manufacturer's goods are sold and are not an element of dealer-competition, though they are of product competition.

But a more serious feature of the matter which is interesting retailers is the fact that the bill if enacted in state legislatures would penalize manufacturers in their competition with the big mail order houses; in fact, would throw a decided advantage to the big national mail order and catalogue houses. The law would prohibit the use of coupons within a state, but on goods bought outside the state—and mail order houses do the bulk of their business across state lines—it would not apply, because such transactions are interstate and subject only to federal control. All considered, therefore, some of the retailers are wondering if they have not stumbled into something not intended.

* * *

If you work for a man, give him the best that is in you—sincere heart service—that is the thing that counts. The success of the boss depends very largely upon your co-operation. The big men of to-day are those who, when they worked for some one else, did a little more than was expected of them. They measured the service they rendered not by a clock or the pay envelope, but by the yardstick of opportunity for SERVICE.



Lesson 22.

EDITOR'S NOTE.—*Owing to the necessity of presenting seasonable suggestions the order of the last three card writing articles in the course was changed, the accompanying article being held to permit of Christmas articles appearing in time to be most useful.*

PAYZANT PEN WORK

TO the professional cardwriter the art of proper pen lettering presents numerous features of interest and many difficulties that do not occur or appeal to the uninitiated. This art has gradually become one of the most important branches in cardwriters' work. Consequently cardwriters who wish to do up-to-date work should also keep up-to-date in the different devices for lettering, providing those devices are practical.

The Payzant pen, while not one of the latest cardwriting tools, is one of the most practical pens for lettering with black ink. With it you can develop a speed and an accuracy, in small black lettering, never before known to the cardwriter.

A study of the accompanying illustration (Fig. I.) shows the lower part of the pen. It consists of four parts—the pen, the reservoir, set screw and handle. The first three are made from brass and the latter from wood.

This pen was first invented and used for mechanical drawing purposes, but its usefulness for show card lettering being discovered, it has become more of a cardwriting tool than for the purpose it was originally intended.

The point of the pen is round like a wire and flat on the end. It is split up the centre, and through this passage the ink flows from the reservoir. To make a stroke the flat end is drawn along the surface of the card.

Cardwriters in the largest departmental stores in America use them with great success for very rapid lettering, and make a quick style of knock-out lettering with them. They also use them for very neat small upright lettering. Outline lettering can also be done with it with great success. Many varieties of letter formation can be made, as the accompanying illustrations shows. A cardwriter can work up many styles of lettering of his own with this pen.

With the round writing pen, which was taken up in a previous lesson, you can make small, very neat Roman lettering, but with the Payzant pen you can make just a neat small block letter.

The Payzant pen is made in six different sizes, but an assortment of three sizes is plenty for the best cardwriter. Extra large sizes are made, but are not advisable.

Keep Pens Clean

In order that the best results may be obtainable, it is absolutely necessary that the pens be kept perfectly clean at all times. The ink when left in the pen dries and causes the ink passage to become blocked up, and the result is an uneven flow of ink. Do not put the pen away without first opening the reservoir, rinsing in clean water and drawing a sheet of paper through ink passage. Do this with set screw loosened. This removes anything which may tend to harden and stop the flow of ink. If you dip the pen in benzine occasionally it will cut any hard substances that often form.

How to Letter

As soon as you have experimented with the pen enough to be able to make it mark, start at practice work. Hold it the same as you would a brush, between the thumb and first and second finger. Keep the flat end of the pen squarely on the card at all times while drawing strokes. Remember no fine spurred letters can be made with this pen, so don't expect it. Keep the pen stiff in the fingers. Don't allow it to roll as you do a brush. It must be held rigid. Draw the strokes fairly quickly, having all guide lines and layout ready before starting. One of the features of this pen is that you can work for quite a while with only one filling of ink.

Ink

Care must be taken to keep the ink perfectly clean. No matter how good the ink is, a sediment will form if it is allowed to stand. This is especially true if dust gets into it. The vessel the ink is kept in should be covered while not in use. If ink becomes dirty, strain through two or three thicknesses of cheese cloth. The best ink to use is a good carbon black ink, not necessarily the most expensive grade. A medium ink very often flows better, because it is not so thick.

The manufacturer advises the use of an ink dropper to fill the reservoir and not to put more than two drops in at one time. This may work all right, but if a cardwriter is busy, he cannot afford to wait to fill the pen with a dropper. It has been used successfully by experienced cardwriters by dipping in the ink well. Do not fill too full or the ink will drop on the card from the pen.

The Chart

In the chart this month we have many different forms of lettering made with the Payzant free hand lettering pen. These are only a few of the many varieties that can be worked up. You will notice that the first two full alphabets and numerals are of practically the same formations, with the exception that the first is slanting to the right and the second is straight up and down. Of course, with the slant type you can obtain greater speed, and it should be used on what is termed "rush" or "knock-out" work. Cards that have to be done in a hurry and that probably won't be up for more than a day or two can be done with this form, but if you want a better appear-

ing card, one that is to remain up for a more extended period, it is advisable to use the upright type. Either of these alphabets can be used for small or large cards; in fact, in large stores quarter sheets are lettered with no larger letters than these, from half to three-quarters of an inch in height. The lettering is not as heavy or prominent as outline or heavy brush stroke lettering, but it makes an exceedingly smart and attractive card, especially when hundreds are used throughout the store and uniformity and neatness are the first things to be considered.

These letters and numerals are all made with the one stroke method. That is, one stroke of the pen completes one stroke. No second time over to make it heavier. If you want a heavier letter use a larger pen. The strokes are all drawn pretty much in the same manner as in brush stroke lettering, namely from left to right, and from top to bottom. This rule, with few exceptions, holds good. An exception to this rule is the "O." This letter can be made with one continuous stroke, starting at the top and ending at the top. This takes more practice, but gives a better formed letter. "C," "J," and "S," are also letters that can be made with one stroke of the pen; with the brush it takes two or more strokes.

One of the most important points about the formation of these letters is to have all lettering at the same angle. In case of the first alphabet, all the main down strokes must slope at the same angle or the word will not appear connected.

As was said before, a fine spurred letter cannot be made with this pen on account of its bluntness, but a heavily spurred letter can be made with good success as shown on the chart.

The words "Heavy Spurred Egyptian," shows what is termed a light faced Egyptian. This is formed after the same style as the alphabet above it.

Fig. 1.

but it has the heavy spurs added. This, in my estimation, is a great improvement, but of course it takes more time to execute. This form is a favorite with many cardwriters for the better class of work.

Outline Letters

For making outline letters and figures, this pen is excellent. A glance at the chart shows three distinct types, which were outlined with this pen. The first shows a spurless Roman letter. This type is especially adapted for emphasizing words on a card.

For outline script lettering, this pen is also valuable. It slides so easily over the surface of the card that a free and easy swing to the lettering is obtained.

The bottom line shows a form of lettering which takes some time to make, but is very effective. Don't use this style of letter on a card unless it is to remain up for a considerable period. It does not pay to spend the time on it if it is to be only used for a short period.

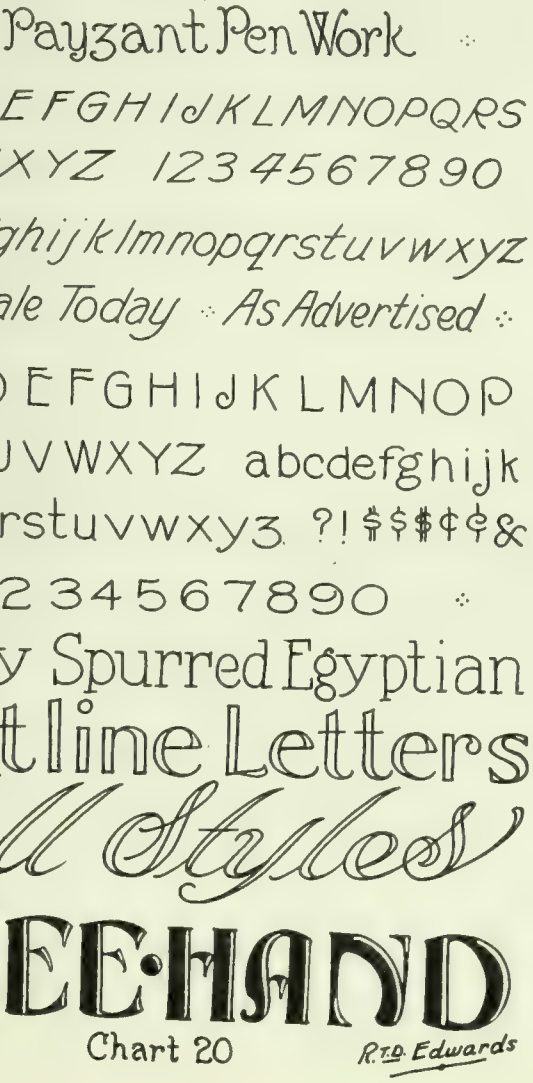
Fill in outline letter with small brush and cardwriters' black.

Practice Work

In Fig. 2 is shown a collection of single strokes which give you an idea of how to proceed to practice. Draw upper and lower guide lines and pick out a stroke in the chart and practise it until perfect before proceeding to the next. Don't purposely avoid the ones that are hard to make; those are the ones that you should spend most time at.

The Payzant, besides being good for making large showcards, is excellent for making small price cards.

The complete showcards give excel-



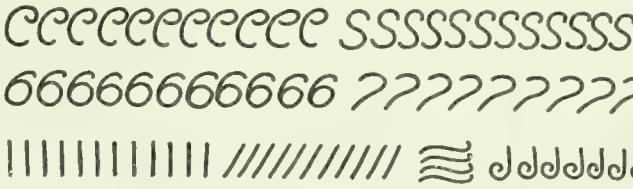


Fig. 2.

lent examples of what can be done with this pen. All the black work on the cards is the work of the pen except where a brush was used to fill in an outline letter. Special attention to the fancy borders which are shown. These are entirely the work of this pen. The grey color used is applied with a brush. Many varieties of fancy borders can be originated.

Hail and Farewell!

An Old Friend Has Come and Gone—A Genial Stranger of Years Ago Again Appears for a Moment, Courtly and Genial and Self-possessd as of Yore— When Will He Next Appear, and Under What Name?

SOME years ago a charming, well-dressed, English-looking gentleman, of about 40, visited the offices of the MacLean Publishing Co. one very stormy afternoon in winter. There had been heavy snowstorms, and all trains were delayed. He said he was Mr. Blackwell, of Crosse & Blackwell, jam manufacturers, England; that his firm had been advertisers in THE CANADIAN GROCER for a number of years, and that just before he left England he had been discussing advertising with the manager of our London office. He was on his way back to England from California, where he had left his wife. He was a little short of money, and wanted enough to get on to New York that night to catch his steamer. He displayed an unusual knowledge of Canadians, and had a great deal of the club gossip. He seemed to know Montreal people particularly well. Later correspondence with Crosse & Blackwell indicated that he was an impostor, but he certainly was the most charming impostor of the scores who have presented themselves to the MacLean Co.

The other day the same man seems to have turned up in New York.

He was the same kindly, urbane man of the world. The only difference was that he introduced himself as Mr. Connors, of Connors Brothers, Black's Harbor, N.B. Whatever the intervening years had done for him, they had not robbed him of his sang froid.

It was early in the morning when he called Mr. Heustis, of the New York office, on the 'phone. He had seen Col. MacLean earlier in the week, and had mentioned that he was going to New York, and had been urged to drop in and see Mr. Heustis, who was a Lower Province man. He closed the conversation by an invitation to take a bite of lunch with him at the Hotel Majestic. Mr. Heustis went. He found a dignified, impressive-looking gentleman, between the ages of 55 and 60, with a rather marked English accent and the general get-up of a prosperous and refined business man of a type often seen in the Eastern Provinces. The supposed Mr. Connors met Mr. Heustis with a cordial and dignified way, stating he was always glad to meet anyone from the Lower Provinces. He talked pleasantly, showing a remarkable grasp of the fish business. He explained all about their sardines and finnan haddies, and their lobster paste, explaining what a big business they were doing with it in England. He showed himself very familiar with Halifax, knew many people both in Halifax and St. John, N.B., and seemed on thoroughly familiar terms with every good club from Halifax to Toronto.

He had run down from Toronto to see a friend off for England on the Saturday boat, and had stopped off at New Haven to see two sons of a friend of his in St. John. They were attending the Sheffield Technical School at Yale. He thought it a fine school, though he admitted a preference for the Massachusetts Tech., where he had studied after completing his course at McGill. He said laughingly that, though he was an engineer by profession, he had never been able to get away from his fishing interests.

In answer to a remark regarding his English accent, elicited the information that he had gone to school there, and had since spent about three months of the year on that side of the water. He remarked modestly that he was rather proud of his English accent, and hoped that he would never lose it.

The talk turning again on schools, he remarked that the young rascals at Yale had taken him all around the town, not a very good thing for a man of his years. Of course, one couldn't let the boys spend a cent. As a result he had been compelled to telegraph his cashier for funds. He remarked graciously that while he was a stranger in New York, he always knew that wherever there was a MacLean office he had a banker. Mr. Heustis offered to do for him anything in his power. The supposed Mr. Connors thanked him graciously, but assured him that while it gave him a comfortable feeling to know where to look for assistance, he did not need it.

Just as Mr. Heustis was leaving, he apparently changed his mind. It gave one rather a strange feeling to be in a city like New York for even a few hours, he said, without money. He thought he would take a little cheque of forty or fifty dollars.

They left for the office together. Leaving the Mr. Connors there, Mr. Heustis went across the street and telephoned to Col. MacLean in Toronto, to learn to his surprise that nothing was known of this Mr. Connors. When Mr. Heustis returned to the office, the Mr. Connors was gone. He had been very impatient at the delay, and had finally said that he could wait no longer.

Meanwhile from the Toronto office the following wire had been sent Connors Bros., Black's Harbor, N.B.:—

"J. H. Connors called at our office, New York, to-day. Wanted to borrow $50; says he is a member of your firm. If so, wire our New York office and same will be given to him."

The answer was prompt and to the point: "We have no record of, nor do we know this man."

Once more he has come and gone, a pleasant, cultured gentleman of most irreproachable manners. He has at least the gift of covering a fraud with a gracious manner and kindly words. One can only wonder what name he will bear and in what guise he will next appear. Unquestionably he will still be a charming English gentleman.

FIRE DESTROYS QUAKER OATS PLANT AT PETERBOROUGH

A fire which caused a lamentable loss of life destroyed the immense Peterborough plant of the Quaker Oats Company, reported to be one of the biggest plants of this nature on the continent. The fire which broke out on Monday morning Dec 11 resulted from spontaneous combustion in the engine room, and it was in the explosion that followed the outbreak that most of the lives were lost.

The property loss is estimated to be in the neighborhood of a million dollars, part of this loss is represented in the heavy supply of grain that is always on hand maturing prior to being processed. A number of carloads of the finished product ready for immediate shipment were also destroyed. It is understood that the financial loss is mainly covered by insurance.

FLAVELLES, LTD., TO REBUILD

The Flavelles Ltd., have decided to rebuild a cold storage plant in Lindsay on a greater scale than ever. The plant will be erected upon the site of the one recently destroyed by fire. The new structure will be built much on the same lines as the old plant, but more up-to-date, and space for everything in the produce line will be provided

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

J. J. Robertson, Sidney Forks, N.S., has gone out of the grocery business.

J. P. McKinnon, North Side East Bay, Nova Scotia, has gone out of the grocery business.

Frederick Godard, a prominent manufacturers' agent and broker, died at the age of 64 years, at his home in St. John, this week.

David Steeves, retail grocer, of Moncton, N.B., has announced that he will retire from the grocery business on January 1.

Allan H. Wetmore, of Puddington, Wetmore, Morrison, Ltd., has been elected president of the St. John Board of Trade and was installed this week.

The second annual meeting and exhibition of the New Brunswick Potato Growers' Association, will be held in Woodstock, N.B., on December 27 and 28.

William H. Fowler, president of the St. John Milling Company, has been advised that his son, W. Lee Fowler, aged thirty-one years, was killed in action on the western front on November 21.

In a fire which destroyed seventeen buildings in St. George, N.B., on December 8, among those whose premises were burned to the ground was Frank Murphy, general store; T. Stewart McAdam, confectioner, and Alexander D. Heron, grocer.

While St. John wholesalers are willing to pay higher prices than ever before for dried cod and hake, and with the local market almost bare, export shipments continue steadily. In one shipment by the Boston steamer this week, twenty-four carloads of dry fish left St. John for the United States and Cuban markets.

W. Frank Hatheway, of W. F. Hatheway & Co., Ltd., St. John, wholesale grocers, addressed the Board of Trade of Amherst, N.S., this week, on "Trade After the War." Mr. Hatheway was a member of the trade commission which went from Canada to the allied countries. As a result of his investigations, he advocated a preferential tariff for the British Empire and the allied countries, a high tariff wall for neutrals and a higher tariff for enemy countries.

E. M. Trowern, secretary of the Dominion Board of the Retail Merchants' Association, accompanied by Robert Reid, secretary of the New Brunswick association, has been traveling through New Brunswick this week addressing the local boards in the various cities and towns. In his addresses, Mr. Trowern has vigorously condemned the recent Dominion Order-in-Council relating to the investigation of food prices. He says that it is class legislation and that it is unfair to single out the merchants for such attention.

Quebec

Mrs. N. Trudeau, Montreal, has sold the stock of her grocery store.

C. B. Hart, broker, Montreal paid a business visit this week to New York.

E. M. Marceau of John Duncan & Co., Tea Merchants, Montreal, visited Quebec this week.

J. Padgett of the Robin Hood Milling Co's. staff in Montreal was visiting Lindsay, Ontario on business during the past week.

Bon Secours Market, Montreal, anticipates the annual holiday season visit of the merchants from Sorel, Three Rivers and Shawiningan Falls about the end of the present week.

The Canadian Fisheries Association held its last Executive meeting for the year on the 13 December in Montreal, preliminary to the holding of the Annual General Meeting in January 1917.

Cecil T. Gordon of J. Alex. Gordon & Co., Montreal, has been slightly indisposed during the past couple of weeks, but latterly has been able to get down to his office for business during part of most of the days.

In reference to the disaster to the Quaker Oats Co's. plant at Peterborough, J. E. Pollard, the firm's sales-manager in Montreal was able to speak re-assuringly. Large stocks of the firm's goods are at the various distributing points, and the dislocation of organization due to the fire is not likely to be at all long continued. The firm has another factory at Saskatoon.

By the sudden death of W. G. Laing warehouse superintendent of the St. Lawrence Sugar Refinery which occurred at his home on 10 Jeanne D' Arc St., Montreal, on Sunday night a young and promising business man well known to a wide circle of jobbers and retailers in Montreal and the province of Quebec, was most un-expectedly removed. Mr. Laing died of acute internal trouble, after having been actively at work all week, and entirely unsuspecting any danger until Sunday afternoon. His usual week end report in his own handwriting was laid on the desk of a principal executive of the St. Lawrence Co., on Monday morning, and the same day's morning paper contained news of his death. Unmarried and in only his 38th year, Mr. Laing had succeeded his father to his department of duty after having been associated with his father during a great part of the elder man's forty years experience with the St. Lawrence Co. Men older than the late arehouse superintendent so suddenly deceased, had been fewer years with the firm than he had been, and he is very greatly regrettd.

Ontario

Claude Tye, grocer, Toronto, has sold out.

Charles Byass, Toronto, has discontinued business.

W. B. Gardner, Brantford, has sold his grocery business.

A. B. Coo, grocer, Toronto, has been succeeded by P. Lomas.

Chas. Ferguson, London, has sold his grocery store to Thos. Sames.

Gregory & Cooper, Sioux Lockout, have sold to Hudson's Bay Co.

Carl Domanski, groceries and meats, Fort Francis, has been succeeded by C Domanski & Co.

George J. R. Phillips, St. Thomas, has disposed of his grocery business to John and Frank Batiste, of Yarmouth Heights.

The new plant of the Dominion Sugar Company, which was erected this year, will begin to operate on Monday, December 11.

The Aylmer and Springfield Condensed Milk factories, Aylmer, have been purchased by the Canadian Milk Products Co., which owns and operates twenty factories in different parts of the country on both sides of the line.

The grocery store with its contents owned by R. Simpson, Tupperville, was totally destroyed by fire recently. The Pere Marquette depot was also destroyed but the contents were saved. The origin of the fire is unknown.

The members of the Toronto Produce Exchange have donated a handsome silver shield to be competed for annually for the best butter. The first competition will take place in January. The winner is to hold the shield between

competitions and the names of the winners will be engraved thereon.

An attempt to burglarize the store of T. A. Rowat & Co., Dundas street, London, Ont., was frustrated by the timely arrival of T. A. Rowat, head of the firm. Mr. Rowat entered the store by the front door and heard scurrying feet on the floor above, which is used for a storeroom. The intruders escaped through a trap door in the roof.

A motion was introduced at the meeting of the County Council in Chatham, calling on the Government to change the War Stamp Act, as regards patent medicines, so that stamps will be affixed by the manufacturer or wholesaler instead of by the retailer. Attention was called to the conviction of a number of people who merely did not understand.

Western Provinces

Lake & Co., Wetaskiwin, Alta, have dissolved.

G. R. Powell, Taber, Alta., has sold his general store.

A. Linfield, Medicine Hat, Alta., has sold his grocery business.

The Cornwell Grocery, Regina, Sask., have commenced business.

E. G. Hartshorne, Pandora, Alta., has sold his general store business.

R. H. Erwin, Saskatoon, Sask., has been succeeded by Jones & Co.

The Fairford Grocery Co., Moose Jaw, Sask., have commenced business.

Rebekah Wasel, Winnipeg, Man., has discontinued her grocery business.

James Wright, Transcona, Man., has opened a grocery and butcher store.

Tomasson Bros., Hecla, Man., have dissolved, K. H. Tomasson continuing.

G. A. Brown, Beausejour, Man., has added groceries to his butcher store.

A. Stenberg, Stockholm, Sask., has been succeeded by Stockholm Supply Co.

J. T. Stevens, of the John T. Stevens Produce Co., Vancouver, B.C., has enlisted.

The Food Products Co., Westminster, B.C., have moved their headquarters to Vancouver.

Sheinkman Uretsky, Edmonton, Alta., has been succeeded by J. H. Ross in his grocery business.

W. H. Austin, Buffalo Head, Sask., grocer and hardware merchant, is commencing business.

Aetzel & Clark, Vancouver, B.C., have purchased the stock and fixtures of the grocery store of Henderson's Groceries, Ltd.

The Robert Gillespie Co., manufacturers' agents, Winnipeg, have opened a branch office in Saskatoon, of which Robert Sclanders is in charge.

Geo. Parsons, Killarney, Man., has sold his grocery business to Middleton & McNamee, and is moving his present stock of clothing and men's furnishings to a new store, where an up-to-date assortment will be kept.

HOW FOOD PRICES HAVE ADVANCES

The proprietor of a small restaurant in Montreal, has kept track of his buying from Nov. 1915 to Nov. 1916. He finds that the percentage of increase between November of last year and of the same month of this averaged 29.6 per cent. According to this the purchasing power of the dollar has been decreased to about 79 cents.

His list of commodities is as follows:

Food.	% Increase.
Codfish	50
Eggs	58
Butter	30
Cheese	15
Bread	20
Oatmeal	25
Macaroni	33
Rice	20
Molasses	00
Sugar	21
Beans	67
Cabbage	36
Carrots	25
Potatoes	114
Onions	60
Apples	100
Raisins	28
Coffee	00
Tea	00
Cocoa	00
Chuck steak	00
Bacon	00
Milk	11
Total	29.6

Our Window Dressing Contest

The Canadian Grocer is conducting a window-dressing contest this year as usual, and is urging a hearty response.

Here is your chance to match yourself against your competitors in the trade in window-dressing skill.

Have you realized what a vital part of your business the show window is? Have you interested your clerks in the window display? You can help your business and help your clerks by entering this competition. If you haven't time yourself, let one of your clerks enter your window for you. The windows will be judged on a basis of

Selling Power, Attractiveness and Originality

All these qualities will help your Christmas sales.

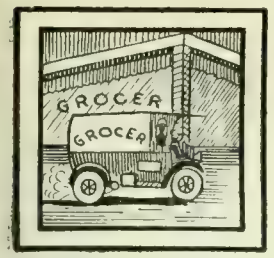
There are few conditions attached. The display must be of Christmas goods, but within this classification you may choose what you wish. The contest closes December 31. Have the window photographed, about 10 x 7 is the best size, also send a description of the window with the photograph.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00



THROUGH OTHER SPECTACLES

CUT OUT PRESENTS TO CUSTOMERS

From *Grocer and Tradesman.*

Grocers in a Western city who extend credit to their customers have signed an agreement to discontinue "treating" their customers when they pay their accounts, giving two reasons, namely, that it is too expensive for the grocer and that it is unfair to the customers who pay cash for their goods.

Both of these reasons are perfectly valid ones.

The New England Grocer and Tradesman has often urged the grocers to discontinue the practice of giving Christmas presents to customers, said presents usually taking the form of boxes or bags of candy. For one reason the grocer cannot afford to do this to all his customers, and he cannot afford to discriminate among customers. Some credit customers assume an air of immense superiority, of persons who have done something extraordinary and particularly meritorious when they pay their bills; and they take the present, not as an act of courtesy, or an expression of appreciation, but as a matter of course and as a sign of weakness on the part of the grocer. One time we saw a man who had been paid his monthly wages and had just returned from the village grocer where he had been to settle his month's account. He came back with a bag containing, perhaps, half a pound of candy, maybe a pound. Some one commented upon it, to which he replied, "I make him shell out."

Now the practice of giving Christmas presents is exactly in the same category; if it is done once and the custom is not followed up every year the customer complains and calls the grocer all sorts of mean names for not dispensing the usual Christmas gratuity.

The way to discontinue these practices is to discontinue. No grocer can afford to give gratuities, especially in these times.

Some men remain in the clerks' class because of their own indifference to higher things, i.e., lack of ambition. They seem to get in a groove and are quite willing to stay there. It would take dynamite to move them. The writer often visits stores, and while waiting for the boss, studies the clerks. You can pick the dead ones out at a glance. Grouchy, slow, dull, smileless—these are the sort that stays down. Per contra, the pleasant, quick, smiling and lively clerk is the one that will some day be the boss. Which class are you in?

* * *

Treat the salesmen who visit your store respectfully and decently. These salesmen are good fellows; they are observant and can size you up quickly. They have many a chance to do you a good turn. Many a clerk owes his advancement to good words spoken about him by a salesman who has seen the possibilities in the young man behind the counter. If a strange salesman comes into your store, greet him pleasantly. If the buyer is out, tell him so, without permitting him to stand around wasting his time.

Be a man among men.

PUBLIC IN NEED OF EDUCATION AS WELL

From *The Tradesman.*

The public needs to be informed on more than one matter in connection with the retail merchant. Much is said of course of the false notion that so many people have in regard to the "enormous profits" that the retail merchants are making. Just the other day an Omaha grocer was wearing a face so long that the upper button of his vest tickled his chin. "What is the matter, are prices going up too rapidly?" asked one of the customers. "You bet they are," was the forceful reply. "Everybody is jumping on me because they have to pay so much for everything. They blame me and I am making a smaller profit than I was before." Every merchant faces it. But there is still another subject and that is on the question of credits. As one merchant wrote *The. Tradesman* recently, "The people have been brought up on long time credits and they expect it." In large towns and cities the people are becoming familiar with the working of credit bureaus and a man does not feel "insulted" if a merchant stops to get his rating But in the smaller towns and the country it may take a campaign of education to impress upon the people the necessity of short time credits. Poor accounting systems and long time credits with corresponding heavy losses are two of the principal reasons for the failure of so many merchants. Prof. LeRossignol of the state university, asked *The Tradesman* if it had any suggestions as to the program for the short course, and we urged particular attention to these two subjects. Much attention will be paid to them at the short course.

HOME MERCHANTS SHOULD NEVER HAVE DULL TIMES

From *Grocer and Tradesman.*

Nothing wins so well as constant work. Often we hear a merchant complaining about dull times. Perhaps his neighbor is doing a rushing business, for the simple reason that his neighbor keeps busy. If customers are not coming so rapidly as he might wish the busy man takes time to get busier and devises some new scheme to bring trade to the store.

Perhaps he busies himself in rearranging his goods in attractive manner on the shelves and in the show cases. If he finds some of the clerks who are complaining of its being dull he immediately gets those clerks busy getting out old goods and arranging them in a manner that he can carry on a cleaning up sale to advantage.

There is always lots of work to do. How many times do we find merchants who complain of dulness sitting inside and vainly endeavoring to look through windows covered with dust and dirt? How many times do we find the man who says there is nothing to do looking at a display of dirty goods?

Don't you forget it—if you have any business to look after you have something to keep you busy all the time. Nothing like keeping busy about the store. It is sure to pay in the end. Even the novice can keep busy reading some good trade paper and posting up on commercial ideas and make a winning thereby.

FOREIGN HERRING SCARCE

From *The Fishing Gazette*

Supplies of foreign herring are not so plentiful now. Incoming steamers bring but small cargoes. It begins to look as though the operators dealing in Newfoundland herring would have an opportunity this year to control the situation—that is, providing there is a supply. With the markets of the country cleared, as they are likely to be, of all varieties of foreign herring, the early spring should bring a heavy demand for the excellent Scotch style herring from the ancient colony. Those who are in a position to handle quantities ought to be making preparations now for disposing of it before the spring fishery begins. The high prices are not likely to endure through to warm weather in 1917. Conditions are changing; methods of marketing must be changed to meet these new conditions.

KEEPING A SHARP EYE ON PROFITS

From the *Maritime Merchant.*

In these days of close competition, it behooves one to keep an exceedingly sharp eye on his stock and cost of doing business, if he wishes to show a profit at the end of the year.

Be careful about giving credit. No man should have a greater credit than 50 per cent. of his earning capacity any month, for if you give him a greater credit he is most liable to move away or refuse to pay, and thus your profit on $200 worth of goods is eaten up. Buy in small quantities, and thus turn your money often, for the margin of profit is small, and it is in turning your goods often, that is turning the same dollar eight or ten times a year on a small margin, that makes the profit. Remember every dollar's worth of goods you carry a year without turning, costs you at least ten cents, for your money placed at interest will earn 7 per cent. and insurance will be at least three per cent., if not more. If you say, "I do not carry insurance," you should at least lay aside or figure the amount of the premium the insurance companies would charge you as part of your cost, or you will wake up some morning with building and stock destroyed and yourself a bankrupt. If your business will not justify full insurance, it is not worth bothering about.

Take stock twice or at least once a year. Besides being able to show what you have made or lost, it will also show you a lot of goods you have forgotten about.

If you have to take a loss, take it quickly, for the longer you hold the goods that have to be sold at a loss, the greater will be your loss.

DOGFISH AS A FOOD

From the *Fishing Gazette.*

The grayfish introductory campaign, behind which stands the Bureau of Fisheries, is progressing rapidly. Already packers fear that there will not be enough to go around this year. Samples of the canned variety have been sent to distant places, and orders are on the way to European countries. At home the grayfish has not been accepted as yet, and it may be years before people have forgotten about the pestiferous dogfish, which is grayfish renamed. But regardless of the reputation of the dogshark in life, or what its old name may have implied to fishermen along our Eastern shores, when it is in a can it is quite as tasty as any fishfood. We predict that grayfish will one day be a canned fish staple which people will eat much in the same way as they do salmon or tuna.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TRADE in grocery lines has been fairly good during the week. There is a slight cessation noticeable, due to the pre-holiday period. An uncertainty and weakness prevails in the flour market at the time of writing, due to peace talk. For the most part the offers of peace have had but little effect so far in the market. Wholesalers quite generally feel that very little will come of the present advances of the enemy powers. Sugar declined 10c per hundred on all makes.

There has been a disposition on the part of some retailers to stock fairly heavy and thus run themselves into shallow water when payment time comes. Wholesalers are inclined to advise more cautious buying. There is an easier tone in butter, eggs and cheese during the week. People are not buying as heavily on these commodities and the decreased demand has put a different complexion on the market. Live and dressed hogs are higher in price. Canned goods are holding in steady market with an easier tone in canned tomatoes. All dried fruits are in firm market with possible shortages in some lines for the Christmas trade. Nuts are also in firm market and many lines will be short for the holiday trade also. Teas are also firm and in the London market are quoted one-half cent per pound higher.

QUEBEC MARKETS

MONTREAL, Dec. 12. — While the newspaper bulletins were blazoning forth the words "Germany seeks peace," there were being voiced in a large Montreal wholesale house the words, "If anyone is holding on to supplies of foodstuffs at present, they may have cause to regret it." The exact import of the remark when fathomed by the representative of CANADIAN GROCER was that the speaker suspected some risk of a slump sooner or later in the whole series of the higher prices that have ruled of late. This may be only the first swallow that does not make summer; but an idea is most certainly germinating at present in market opinion that the break must come, and that it may come before long. As to the facts, flour is a little firmer, but wheat is unsettled. Sugar is distinctly easier, and some think will be easier still. Dried fruits are very firm, and will likely become firmer. Tea is firm. Spices are firmer. Molasses finds a firming condition to last until spring apparently. Beans are firm. So with barley and cereals. Fish prices are markedly firmer, and fruit and vegetables show some advances, though potatoes are easier a shade. Provisions are in quiet market, their only advance being in the line of lard. Wholesalers show a certain chariness of expressing any very positive opinions as to price prospects now, but here and there as mentioned are found hints of possible weakening tendencies all over the range of commodities, as if no one were very sure that high price standards in foods can continue much longer. Those who have been following the war closely, however, are not paying much attention to Germany's peace proposals except to remark that the statement from Germany is an evidence of weakening.

Can Goods Erratic: The Salmon Pack

CANNED GOODS. — As regards canned goods, the general situation is unchanged. Prices are still unsettled, some jobbers charging higher, some lower, for various lines, and in a few cases apparently not adhering very strictly to their scale, even within their own circle of customers. Demand for canned vegetables came in for a certain reduction when prices soared, and there was a slight reaction. News from the Pacific Coast places the salmon pack at about 7,000,000 cases, including the Alaska pack. At present some lines of canned salmon, notably Cohoes and Red Springs, are absent from the warehouses of large jobbers. There was an increase in canned corn on the cob in gallons this week, the advance being 25c, bringing it to $5.75 per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory priees.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ fiats, cases 8 doz., per doz.	....	2 60
Chums, 1-lb. talls	1 20	1 45
Pinks, 1 lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 50
Corn, 2s, doz.	1 50	1 60
Corn (on cob gallon, cans), doz.	....	5 75
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75

Sugar is Easier and Outlook Dull

Montreal

SUGAR.—The market for sugar is in general easier, and some leading wholesalers look for even weaker conditions in sugar. A dull period is inevitable during the holiday season. At present purchasing is being done from hand-to-mouth, and while the refiners in Montreal would gladly accept large orders from the jobbers, they are doing nothing to encourage any merchant to order above his immediate requirements, on the principle that to guide the customer wisely to his best interests is in the best interests of both parties to the bargain. There was a revision of price lists in Montreal during the past week. Extra granulated is still at $7.80 per 100 lbs. (with chances of getting supplies at 5c less per 100 lbs.), but there is a 5c decrease in powdered sugar in barrels to $7.90, and a decrease of 15c on special icing in barrels. The prices for sugar in bags are altered a little, and also for sugar in cartons of five and two pounds. The alteration is as follows: For sugars in 50-lb. and 25-lb. bags add 10c to the price per 100 lbs. For sugar in 20-lb. bags add 15c; for 10-lb. bags add 20c. and for cartons the increases per 100 lbs. are 25c for the 5-lb. carton, and 30c for the 2-lb. carton packages per 100-lb. order.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 80
Acadia Sugar Refinery, extra granulated	7 70
Special icing, barrels	8 00
Yellow, No. 1	7 40
Powdered, barrels	7 90
Paris lumps, barrels	8 40
Crystal Diamonds, barrels	8 40
Assorted tea cubes, boxes	8 40

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Currants Arriving From Australia

Montreal

DRIED FRUITS.—Fig supplies from

California have come to their finish with the growers compelled to pro-rate their shipments. Fig prices are accordingly firm. Importations from the European sources are subject to the same conditions as will be read of under the market report from Montreal on nuts. This applies to all lines of dried fruits from Europe at present, and means firm prices of course. A cargo of Australian-grown currants is believed to be coming on the market in time for Christmas or New Year's. These will be worth 17½c a pound to the jobber on the coast, duty paid at Vancouver. Who would believe that a year ago currants were selling at as low as 8c a pound to the jobber? Some large wholesalers were absolutely out of currants lately, but if this Australian shipment materializes, there may be some to market at prices firmer than quotations given, which are considered merely nominal by the wholesale trade.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots (old crop)	0 16	0 17
Slabs	....	0 18
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 12
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 12½
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 10
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Bountiful Molasses Crop, But Not Soon

Montreal

MOLASSES AND SYRUPS.—Latest advices from Barbadoes as regards the crop of molasses for the coming season indicate expectations of an exceedingly good supply. There has been good weather. The crop so far is in excellent condition. Although the growth of the cane is very far forward, reaping may not be general until late in February or early in March, and the canes are still very green, and should the rains continue, they would not be fit to cut earlier. This will mean only very limited shipments until March, and early deliveries of choice grade molasses will be very high priced. Supplies for December are now practically nil, as it would not pay the planters to cut unripe canes at any price. Future values of fancy grade molasses depend to a great extent now on the sugar market, as the growers are in a position to make crystal sugar unless they get parity value for their fancy molasses. The output of fancy molasses is likely to be much less than usual. Owing to high cost of materials, puncheons are to be charged $5 each in future trading until relief comes with the end of the war. Regarding corn syrups and maple syrup, the situation remains as last week, firm.

	Prices for Fancy. Island of	Choice. Montreal.
Barbadoes Molasses—		
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

SUGAR DECLINES 10c

WHILE CANADIAN GROCER IS ON THE PRESS A DECLINE OF 10c PER HUNDRED POUNDS IN ALL MAKES OF SUGAR WAS RECORDED. AS INTIMATED IN OUR REPORT THIS DECLINE DOES NOT COME AS A SURPRISE.

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Tapioca Likely to Be Rather Scarce

Montreal

RICE AND TAPIOCA.—There is small hope held out by the importers of any very plentiful supply of tapioca within reasonable time to meet market needs, consequently tapioca is firm, and may be higher priced. Rice, on the other hand, is reasonably priced. A certain amount of competition in the Canadian market keeps it so, and as a result this foodstuff is being largely consumed, and to some extent helping out the situation caused by the great firmness in wheat and wheat products. Prices for rice and tapioca remain as quoted last week. Siam rice is added to the list, the No. 2 at $4.50 per 100 lbs., and the choice Siam at $5.75.

Rangoon rice, per 100 lbs.		4 30
"Texas" Carolina, per 100 lbs.		7 00
Real Carolina, per 100 lbs.	7 50	8 00
Patna (fancy)		7 50
Patna (good)	1 50	6 50
Siam, No. 2		4 50
Siam (fancy)		5 75
Tapioca, per lb.		0 09½

Beans Show Still Further Increases

Montreal.

DRIED VEGETABLES.—Lima beans are so scarce on the market that quoted prices are considered by wholesalers to be practically only nominal. Yellow eyes are up to $6.90, and for some grades as high as $7.20. Canadian 5-lb. pickers are about $6.90 at least, and no retailer need be surprised at finding even higher quotations, for beans are beyond question scarce. Nevertheless, opinion of jobbers who import beans on a large scale is that if Canadian farmers pursue too long the policy of holding back their beans from market, large supplies of foreign-grown beans may rob them of their expected advantage—that is to say, beans will be easier priced in spring. From India and Japan beans may be expected in good quality and perhaps in large quantities. Peas are still in the same condition of market as last week; neither very plentiful, or in very special demand, but firmly priced. Barley keeps scarce and high priced, so that rice is used as a substitute.

Beans—		
Canadian 3-lb. pickers, per bushel	....	7 20
Canadian hand-picked	....	7 50
Canadian, 5-lb. pickers	....	6 90
Yellow Eyes	6 90	7 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	....	7 50
Barley (pot), per bag 98 lbs.	....	5 75
Barley, pearl, per bag 98 lbs.	....	6 50

Nuts Are in a Precarious Market

Montreal

NUTS.—Shelled Valencia almonds show a shading of a cent a pound upwards this week. All nut prices now are based more on the stocks carried by wholesalers and the desire of the wholesalers to supply the demand than on the primary market values, for nuts are really exceedingly firm in the primary markets and very hard to get with any sort of certainty. No nut cargo importer is willing to quote at random on former experience prices for future consignments of nuts. Ships are being held up in Liverpool now. Atlantic freight and insurance rates are up as a result of the suspected presence of submarine raiders in mid-Atlantic. At least a 10 per cent. increase in prices of goods for the future is being calculated on, and some say there will be a 20 per cent. advance. Japanese peanuts and Manchurian walnuts are making but slight impression on the market, and Californian nuts are not practically affecting the situation. American pecans and peanuts are all in firm market.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 44	0 46

Tea Unchanged But Outlook is Firm

Montreal

TEA.—There have been no further changes in tea prices since last week, but the market remains exceedingly firm, and there is every prospect that still greater firmness may appear. Demand for teas is considered good by the merchants generally. Orders are coming along steadily for retailers have been stocking up a little in anticipation of further advances in price. The prospect of further serious shortages of steamers to carry freights gives renewed firmness of tone to the market outlook for future. Package teas have risen and their rise is felt to be a sure indication of firmness in all lines for some time ahead.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 32

War Beset Coffee Waits Unchanged

Montreal—

COFFEE.—Except for the import duty upon it, coffee is to-day cheaper to buy in quantity than it was before the war, and coffee merchants in Montreal think that even in the dullness of this branch of trade some merchants in the United States may be making money out of coffee. They are able to buy it three cents per pound cheaper and yet the retail prices or prices to retailers in the States have not altered. But coffee is in the same state of dullness as regards large market operations that has beset it since the war. Great stocks remain in Brazil (improving with age as coffee will). New crop grows and ripens. The iron gates that enclose the Central Powers remain fast barred. When they open at the smile of Peace what a coffee splash there should be.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Cocoa May Be Found Firmer

Montreal

COCOA.—Conditions in the market for cocoa and chocolate are unchanged from last week, and prices remain as quoted. The market outlook is towards firmness for these commodities especially for the lines into which the manufacture of containers whether of tin or of fibre enters. Ocean freight rates also are affecting the outlook, and the prospects are that this food beverage and associated products may become more expensive.

Cocoa—		
1 lb. tins, per doz.	....	4 60
½ lb. tins, per doz.	....	2 40
¼ lb. tins, per doz.	....	1 25
"10-cent" tins, per doz.	....	0 90

Still the Spice Market Firms Up

Montreal

SPICES.—Still firmer is the outlook for the spice market. Black pepper is taking the same firming direction as white pepper took last week. Already the spot market in the United States (New York) is almost equal to the primary market which has for long ruled higher than the spot market. Higher prices still are looked for, and though the jobbers are still reluctant to advance prices to retailers buyers of pepper and spices are well to be watchful of their stocks' condition. Peppers, cassias, cloves, gingers and nutmegs are all in more active and advancing market. The ocean freight situation is firming up prices for raw shipments. Demand has been brisk, and supplies are none too plentiful to replenish wholesalers' warehouses and grinders' stores. Seeds and herbs are in firming market, Greek sage especially being most uncertain in supply.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	....—0 16	....—0 19	....—0 23
Cassia	....—0 25	....—0 87	....—0 37
Cayenne pepper	....—0 28	....—....	....—0 35
Cloves	0 30—0 32	....—0 90	....—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	....—0 25	....—....	....—0 31
Ginger, Jamaica	....—0 28	....—1 15	....—0 29
Mace	....—0 80	....—....	....—1 00
Nutmegs	0 45—0 45	....—0 45	....—0 80
Peppers, black	....—0 30	0 87—0 95	....—0 40
Peppers, white	....—0 37	1 17—1 22	....—0 39
Pastry spice	....—0 22	0 95—1 20	....—0 29
Pickling spice	0 18—0 22	....—....	....—....
Turmeric	0 21—0 23	....—....	....—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Oranges Cost Less: Lettuce Costs More

Montreal

FRUIT, ETC.—There has been a jump in lettuce prices this week, after a reduction last week. Boston lettuce is now $2 for a box of two dozen, and curly lettuce is $2.50 for the box of four dozen. Cabbage has dropped about 25 cents, and now sells to the retailer at $2.50 and $2.75 per barrel. Spanish onions show a shading up of 25 cents on the large case which sells at $6. In small crates these, however, remain at the $1.75 figure. Potatoes are unchanged in price as compared with last week, Green Mountains still selling at from $1.90 to $2 per bag 80 lbs.). Root vegetables are all in fair demand and at prices unchanged from last week's quotations. In fruits, oranges are coming well forward and show reductions in price due to season's increasing supplies. Navels are at $4.00 a box now, a decline of 25 cents. The 126-150 sizes are $3.75 a ten cent reduction from last week's price. Floridas are unchanged. Porto Ricos show a shading upwards of fifteen cents, and are in demand. Apples show some shadings upwards in price this week. Spies are firm at $6.00 for No. 2's and $6.50 for No. 1's; Baldwins are up fifty cents to $5.00 for No. 1's, and $4.50 for No. 2's Kings are up fifty cents to same prices as Baldwins. Russets Wagners, and Greenings are unchanged. No. 1's in each case costing $5.50. Cape Cod Cranberries are down to $11 per barrel, a decline of $2.00. Jamaica grape fruit are up 25 cents to $3.00 and $3.25. Fancy Messina lemons are down 0.50 cents for the 300 size to $3.00, and 25 cents for the choice 300's to $2.75. Bananas are unchanged at $2.75 and $3.00 per bunch (packed).

Oranges, Navels, per box	3 75	4 00
Oranges (Floridas)	....	3 50
Oranges (Porto Rico)	....	2 90
Lemons	4 00	5 25

	No. 1	No. 2
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50

Brussels Sprouts, per doz. bunches	....	1 00
Brussels Sprouts (quarts)	....	0 15
Cauliflower, per doz. bunches	....	2 50
Celery (N.Y.), per crate	....	5 50
Celery (California) crate	....	7 50
Onions, red	....	2 50
Onions, Spanish, per crate	....	6 00
Potatoes, per bag (80 lbs.)	1 90	2 00
Carrots, per bag	....	0 75
Beets, per bag	....	1 00
Parsnips	....	1 00
Lettuce, Head, doz.	....	0 75
Lettuce, Curly, doz.	....	0 75
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Horse Radish, per lb.	....	0 20
Cabbage, doz.	....	0 75
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	1 50	2 00
Pumpkins, doz.	....	2 50

Further Advances In Various Fish

Montreal

FISH.—More seasonable weather, and more fish days from now until Christmas will certainly make a very active market for fish, and though it seemed as if prices had reached something like the limit upwards, there are still prospects that a few further advances may take place in the future. These advances may be expected principally in all kinds of prepared and salted fish. As a matter of fact, green codfish has advanced fully two dollars a barrel since last week. Pickled B.C. salmon is also one of the varieties which will advance, and owing to the small quantities which are marketed, this will influence also the price of Labrador salmon and sea trout. The same will apply to pickled turbot which was so plentiful last year, and for which this season so far the smallest catch on record has been reported. That class of fish was selling last year at about ten dollars a barrel; it has gone up now to about $16.00 a barrel.

There are no changes of note in the frozen and smoked fish market prices and conditions. Demand keeps good and prices high. As the holiday season is drawing near, demand for oysters both in bulk and in the shell, lobsters, mussels, and clams is bettering, and good healthy trade is looked for.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 13	0 14
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		8 50
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 38
Prawns, Imperial gal.		2 50
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	18	—20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 12	0 13
Smelts	0 10	0 15
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00
FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

ONTARIO MARKETS

TORONTO, Dec. 14.—There has been a steadiness in the grocery markets during the week, with fewer price changes upward. Live and dressed hogs are among the products that have advanced during the week. Butter, cheese and eggs have all been in easier tone with prices holding at the same level as last week. Consumption of butter is falling somewhat and eggs at the extremely high prices have been in slower demand. Poultry is firmer in price, particularly geese and turkeys. Chickens are also firmer. There is a disposition on the part of some retailers to stock up fairly heavy and some are experiencing difficulty in meeting their bills. Wholesalers are inclined to give a note of caution in this respect, intimating that a little lighter buying might be the safest policy to pursue where there has been an inclination to plunge deeper than the state of trade really warranted. Peace talk has not had any effect in the markets as yet. There is a disposition to await developments. There is a feeling that little hope can be held out that the war is likely to end. Business has been fairly good during the week, with a slight cessation noticed as is usual in the period immediately preceding the Christmas holidays.

Sugar Continues in Easier Market Tone

Toronto

SUGAR.—The week in the local sugar market has been a quiet one. There is a continued weakness in the market due to the situation in the primary markets. A decline is a strong probability. Three centrals have started grinding in Cuba and there is prospect of a large crop. Stocks in the United States have increased during the past week by 12,716 tons. On the other hand meltings have decreased by some 4,000 tons since last week, which would indicate a lighter consumption. During last week there was some heavy buying on the part of United States sugar refiners of the new crop for delivery January to April. The sales all told so far of Cuba's aggregates in the neighborhood of 500,000 tons, which is about one-sixth of the amount of the past season's crop. Prevailing prices for the raw sugars to be delivered January to April was around 5.14c. per pound, cost and duty paid. At the present time raws are selling at 5.69c. This would indicate that the future for sugar seems in comparatively strong position as compared with present prices. Locally there has been no price changes with the exception of the differential in the 20-pound and 10-pound bags which have been increased 5c. per hundred and in the 5-pound and 2-pound cartons, which have been decreased 5c. per hundred pounds.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 88
Acadia Sugar Refinery, extra granulated	7 78
Yellow, No. 1	7 48
Special icing, barrels	8 23
Powdered, barrels	8 03
Paris lumps, barrels	8 50
Assorted tea cubes, boxes	8 50

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.

Cane Syrups Are In Increased Demand

Toronto

MOLASSES.—Dealers report an increased demand for cane syrups during the past week. Prices in all lines of corn syrups and in molasses are holding firm. There has been a fair demand for molasses, presumably for the Christmas trade. Dealers are anticipating a good demand for the balance of the winter season in molasses.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2 lb. tins, 2 doz. in case		3 25
Cases, 5 lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, 1b., 5¼c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 75
West India, gal.	0 40	0 43
New Orleans, gal.	0 40	0 43

Tomatoes Are In Weakening Market

Toronto

CANNED GOODS.—There is a continued easier feeling in the canned tomato situation. Some wholesalers state they have not been moving freely of late at the high prices and there is a disposition to look for lower prices in the near future rather than carry them without sales. Corn and peas continue to have a good sale, being popular apparently because they at least seem a more substantial food product. Chums, pinks and cohoes have commenced to arrive and are now in the hands of some of the wholesalers. Others are on the way from the Coast and are due to arrive in the near future.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.		3 00
½ flats, cases 8 doz., per doz.		2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. tins		1 00
Cohoes, 1-lb. talls		2 50
Red Springs, 1-lb. talls		2 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Peas, standards		1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 50
Pumpkins, 2½s	1 70	1 75

American Dried Apples To Be Factor in Market

Toronto

DRIED FRUITS. — American dried apples will in all probability be a factor in the dried fruit market this year. Importers have arranged to bring some of them in and these will be in the market in the near future. There is a scarcity of the Canadian evaporated apples this year and the prices are high, an advance being recorded in the latter of ½c. to 1c. per pound during the week. American dried apples can be brought into this market to sell on about the same basis as peaches, which at the present time is from 11c. to 12c., and is about the price for which Canadian evaporated are selling. There is a firmness in all dried fruits. Currants from Greece are due to land from the S.S. "Themistocles" at New York on December 15. These can hardly be distributed to the trade in time for the Christmas trade. Apricots are holding in strong market. There is a considerable shortage in the Malaga dried cluster grapes. An extra heavy demand this season, presumably for soldiers' boxes, exhausted the light supplies. Spanish Valencia raisins will not arrive in time for the Christmas trade.

Apples, evaporated, per lb.	0 11½	0 12
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.		0 22
Patras, per lb.		0 23
Vostizzas, choice		0 24
Cleaned 1½ cent more.		
Australians, lb.		0 22
Dates—		
Packages, 3 doz. in case	3 10	3 90
Dromedary dates, 3 doz. in case	3 85	4 25

Prunes—		
30-40s, per lb., 25's, faced	....	0 14½
40-50s, per lb., 25's, faced	....	0 13¼
50-60s, per lb., 25's, faced	....	0 12½
60-70s, per lb., 25's, faced	....	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Stds., 50-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.	....	0 10½
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 15	0 16

Coriander Seed and Carraway Go Upward

Toronto

SPICES.—There has been an advance from 3 to 5c. per pound on coriander seed during the week, the commodity being quoted at 18c. to 20c. The firmness in the market has been brought about largely through the shipping situation. Coriander comes largely from North Africa, but is handled extensively through Holland. Carraway seed is also in very firm market, quotations being from 50c. to 57c. per pound, which represents an advance of 5c. to 7c. per pound. In the New York market the seed is held at 50c. Practically an embargo exists on carraway from Holland. There is also a firm situation respecting nutmegs, which come through the same source. Demand for all spices continues good. Other prices remain unchanged.

	Per lb.
Allspice	0 18
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30 0 35
Mace	0 90 1 25
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 36 0 39
Pepper, black	0 29 0 32
Nutmegs, selects, whole	0 40 0 60
Mustard seed, whole	0 28
Celery seed, whole	0 40 0 45
Coriander, whole	0 17 0 20
Carraway seed, whole	0 50 0 57
Cream of Tartar—	
French, pure	0 48 0 50
American high test	0 51 0 54

Teas on London Market Quoted Up ½c Pound

Toronto

TEAS.—There is a continued firmness in teas on the London market. At the auctions there during the first of this week both Indian and Ceylon were quoted up ½c. per pound on all grades. Locally the prices have not changed. There is a quietness in the market, settling down as it were in the pre-holiday period. There has been a good demand for tea. A factor that is expected to put still greater firmness in the market is the possibility that under Lloyd George prohibition would be made more effective during the wartime. This would stimulate the consumption of tea greatly. In Ontario dealers have observed greatly increased use of tea and they attribute it to the fact that prohibition is in force.

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	0 26	0 28
Orange Pekoes	0 28	0 30
Broken Pekoes	0 30	0 32
Broken Orange Pekoes	0 32	0 34

These prices do not indicate the wide range in tea values. They are for good common grades, and meant to give some indication of price movements.

Stocks of Coffee Continue to Grow

Toronto

COFFEE. — Coffee is holding steady in the face of the accumulation of stocks at primary points and in the United States. In the United States at the present time there is being held 1,603,200 bags as compared with 1,284,011 bags a year ago. There are afloat at the present time headed for the United States 975,000 bags as against 859,000 bags a year ago. The total in sight movement of coffee to the United States is 2,578,000 bags as against 2,143,411 bags at this time in 1915, an increase of 434,789 bags. Demand in Canada has been growing, helped along no doubt by prohibition. If the present proposal for peace develops into anything definite there is a possibility that there will be an immediate firmness in the market. Chicory is in firmer market and is quoted up to 17c.

Bogotas, lb.	....	0 25
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 17

Frozen Lake Fish Take Place of Fresh

Toronto

FISH AND OYSTERS.—Fresh whitefish and salmon trout are about off the market now and their place is being taken by the frozen article. The frozen fish in these varieties is now quoted at 11½c. to 12c. per pound. The demand for fish has been good during the week. Fancy haddock is slightly firmer in price and is now quoted 8c. to 9c. per pound. Fancy steak cod is also firmer and is quoted up to 11c. The demand for oysters has been good. The warmer days were not the best kind of oyster weather. There have been advances in the primary markets for oysters, but locally the prices have held steady.

SMOKED FISH.		
Ciscoes, per lb.	....	0 13
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	....	0 12
Digby herring, bundle of five boxes	....	1 00
Smoked boneless herring, 10-lb. box	....	1 50
PICKLED AND DRIED FISH.		
Labrador herring, keg	....	3 75
Labrador herring, barrel	....	7 25
Salt mackerel, kits	....	2 25
Crown cod, 24s	....	3 85
FRESH SEA FISH.		
Crabs, per dozen	....	2 50
Halibut, frozen	0 15	0 15½
Cohoe salmon (red), frozen	....	0 14
Qualla salmon (pink), frozen	....	0 09
Haddock, fancy, express, lb.	0 08	0 09
Steak cod, fancy, express, lb.	0 09	0 10
Flounders, Maritimes		0 09
New York		0 10
Mackerel, frozen, lb.	....	0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb., frozen	0 11½	0 12
Herrings, lb.	0 06	0 07
Lake trout, frozen, lb.	0 11½	0 12
Smelts, No. 1, lb.	....	0 12
Smelts, No. 2, lb.	....	0 07
Oysters—		
Standards, gal.	1 85	2 00
Selects, gal	2 40	2 50
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20
Winkles, per bag	....	1 75

Demand for Nuts Keeping Up Well

Toronto

NUTS. There is a continued scarcity of walnuts, particularly in the shelled variety. Walnuts in the shell are scarce because of inability to get shipments here in time for Christmas. Brazil nuts are also scarce. There is a big demand for all kinds of nuts for the Christmas trade, greater in fact than the importers can take care of. In the primary market at New York almonds are reported to have been offered with a little greater freedom than most of the other lines. The market for all nuts is in continued firmness. Locally there has been a firming in almonds in the shell and the lowest quotations are now up 1c.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 16½	0 17
Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 11	0 14
Brazil nuts, lb.	0 18	0 22
Cocoanuts, per sack 100	....	7 00
Shelled—		
Almonds, lb.	0 42	0 45
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.	....	0 65
Pecans, lb.	....	0 85

Oriental Rice Firmer Due to Higher Freights

Toronto

RICE AND TAPIOCA.—There is a firmness in Japan and Siam rice owing to the recent increase in freight rates from Oriental ports of $4 per ton. This means an increase in the price of these rices of 20c. per hundred in the primary markets and the firmness will eventually reach the wholesale trade. There has been good buying of Siam rice recently. In fact there has been a good demand for all rices owing to the realization on the part of an increasing number of people of the reasonable price of rice comparatively. Pakling rice has advanced ½c. per pound and is now selling at $5 to $5.50 per hundred. Tapioca hold in firm market.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna, fancy	6 00	6 50
Patna, good	5 00	6 00
Tapioca, per lb.	0 10	0 11

Demand for Beans Has Been Heavy

Toronto

BEANS.—There has been a heavy demand for beans during the week, with Rangoons coming more into favor as their qualities are becoming better known. Some old Indian beans that came on the market three or four years ago had a bitter taste and put the brand in bad odor for a time. The present crop of new beans, however, is completely dispelling this impression. In some quarters wholesalers report that farmers seemed inclined to hold for higher prices. In some of the best bean-growing sections in Ontario the crop is about sold out. Prices have held steady during the week.

Ontario, 1-lb. to 2-lb. pickers, bush	6 50	6 75
Rangoon, per bushel	5 50	5 90
Japanese, per bushel	....	6 00
Limas, per pound	0 09½	0 10½

Package Cereals Are Holding in Firm Market

Toronto

PACKAGES. — There is a continued firmness in package cereals with a brisk demand reported. Just what effect the burning of the Quaker Oats plant at Peterboro on Monday of this week will have on the market was not apparent at the time of writing. The effect will undoubtedly be one of firmness as it operated in that direction on all mill feed products. There are fairly heavy stocks of the cereal in the local warehouses and this may have a steadying effect. All other package cereals held steady during the week.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 25	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	....	0 08½

California Navels Are Down in Price

Toronto

FRUIT.—California navel oranges declined 25c. to 75c. per case during the week and are now selling from $3.50 to $3.75. The fact that the orange crop in that State has been touched with frost has had a depressing effect on the market. The yield of the fruit is reported exceptionally heavy, but the frost has nipped the possibility of holding firm prices. Messina lemons are also slightly easier in price and are quoted 25c. under last week. Some of the first Florida tangerine oranges arrived during the week and are quoted at $3 per case. California grapes are about off the market now, the field being held almost entirely by the Spanish Almeria variety. These are holding steady in price. Some fine No. 1 Wagner apples from New Brunswick were in the market during the week and were quoted at $5.50 per barrel. Bananas are slightly easier, being quoted at $2.25 to $2.50 per bunch.

Apples—		
Barrel	4 00	5 50
Spys, No. 1	6 00	7 00
Spys, No. 2	....	5 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 25	2 50
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case	3 50	3 75
Cal. Navels	3 50	3 75
Mexican, case	....	3 75
Tangerines, Florida, case	....	3 50
Grapes—		
California Red Emperor, 33-lb. drums	....	5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 75	4 00
Grapefruit, Jamaica, case	....	3 00
Grapefruit, Cuban, case	3 00	3 50
Porto Rican, case	....	3 50
Lemons, Cal., case	....	5 00
Messinas, case	3 75	4 00
Pears—		
California, case	....	4 00
Pomegranates, case	....	4 50
Pineapples, Porto Rican	4 50	5 00

Hothouse Cucumbers and Green Onions In

Toronto

VEGETABLES.—Some hothouse green cucumbers arrived from the Boston district during the week and are selling at $2.25 to $2.50 per dozen. Green onions in the bunch from the New Orleans district are also among the new arrivals. These are quoted at 50c. per bunch. Cauliflower are slightly easier, being quoted at $1.75 to $2. Cabbage by the barrel are scarcer and have been quoted firm at $2.75 per barrel. British Columbia potatoes are also slightly firmer, being quoted at $2.10 to $2.15. Spanish onions are firm at $5 per crate. New Brunswick potatoes are holding steady at $2.25 with Ontario at $2.15.

Artichokes, Cal. French, doz.	....	1 25
Beans, green string, hamper	5 50	6 00
Beets, bag	....	1 35
Brussel sprouts, imported	0 20	0 22
Cabbage, barrel	....	2 75
Red, barrel	....	3 25
per pound	....	0 03
Cucumbers, hothouse, doz.	2 25	2 50
Cauliflower, Cal., 12 in box	....	2 00
Carrots, bag	....	1 25
Basket, 11 qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case	4 50	4 75
Eggplant, each	0 25	0 30
Mushrooms, 6-qt.	2 25	2 50
Onions—		
Spanish, crate 120 lbs.	....	5 00
Spanish, small crates	1 65	1 75
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack	3 50	3 75
Green, per bunch	....	0 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	....	2 25
Sweet, New Jersey, hamper	....	2 00
Ontario, 90-lb. bags	....	2 15
B.C., 90-lb.	2 10	2 15
Parsnips, bag	....	1 50
Watercress, 11-qt.	0 25	0 50
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 70	0 75

MANITOBA MARKETS

WINNIPEG, Dec. 13.—There is a finnan haddie famine, and dealers who have supplies are getting high prices for them. Quotations to the retailer vary from 9c to 13c per lb. A dealer who had a car, which he offered at 9c, had them picked up immediately. Some jobbers are giving their customers the benefit of their shrewd buying, and are quoting 9c. It appears that the catch in the East has been short, and packers down East are having their labor troubles the same as every other part of Canada. Some packers have shipped no finnan haddie at all.

Difficulty is experienced getting supplies of Brazil nuts. One house is offering them at 16c, but they could not be bought in the primary market within a few cents of that figure. Filberts were also delayed, and were being offered at 18¼c. Lima beans went up in sympathy with white beans, and are now 9¾c; they were formerly 8¼c. Krinkle corn flakes are being offered in 5-case lots at $2. Gold Dust has advanced about 20c per case. Camp coffee is up to $4.10 for large and $2.40 for small per case. Australian currants advanced to 19c lb Sugar in Saskatchewan declined 10c per hundred last week.

Uncertainty in Sugar; Prices Tend Lower

Winnipeg

SUGAR.—Last week-end the market was standing at $8.40 st'l, and there was considerable doubt as to what was going to happen. A decline took place in Saskatchewan of 10c per cwt., but this was probably a purely local condition.

	Per cwt. in sacks
Sugar, Eastern—	
Standard granulated	8 40
Extra ground or icing, boxes	9 25
Extra ground or icing, bbls.	8 95
Powdered, boxes	9 05
Powdered, bbls.	8 85
Hard lump (100-lb. case)	9 35
Montreal yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 40
Bar sugar, bbls.	8 85
Bar sugar, boxes, 50s	9 05
Icing sugar, bbls.	8 95
Icing sugar, boxes 50s	9 25
H. P. lumps, 100-lb. cases	9 35
H. P. lumps, 5-lb. boxes	9 60
Yellow, in bags	8 00

Syrups Hold Steady

SYRUPS.—No changes have taken place in either cane or corn syrup for some time. The following price was being quoted by one house on Dixie molasses this week:—$3.50 per case of 48 1½'s.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20 lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 61
New Orleans, ½ bbls., gal.	0 42

Figs 3c Higher Per Pound Than Last Year

Winnipeg

DRIED FRUITS.—New dates are arriving this week, and will be offered around the following figures:—Bulk Hallowees, 11¾c lb., which is about 3c higher than last year; Fards, $1.95 per box of 12 lbs., which is about 70c per box higher than in former years. Old crop of evaporated apples are selling as low as 8¼c, but the new ones are costing the jobbers so high, the retailer will be paying 11½c lb. before very long. Australian currants, which were selling at 18¾c last week, have been jumped to 19c. The crop of Australian currants in March will determine to a great extent the price of currants next year. California markets all continue firm, especially on small size prunes and apricots. Cooking figs have arrived, and are sell-

ing in mats at 8c lb. Preserved ginger is being offered at $7.50 per case.

Lima Beans Follow White Beans Upward

Winnipeg

DRIED VEGETABLES.—In sympathy with white beans, Limas took a surprising jump this week, the retailer now being asked 9¾c, whereas the last quotation was 8¼c. The primary market continues very high for white beans, and there are some jobbers who think the market too high, and, considering that the consumption is comparatively small, that prices may come down after New Year's. Most jobbers are asking the new prices for peas—$6.60 for splits—and it is stated that the same goods would cost the jobbers $7 laid down in Winnipeg. This is probably due to a scarcity of peas.

Beans—		
Japanese, white beans, bushel	4 75	5 30
Manchurian, bushel	4 25	4 50
California Lima Beans—		
80-lb. sacks	...	0 09¾
Barley—		
Pot, per sack, 98 lbs.	4 40	4 50
Pearl, per sack, 98 lbs.	6 00	6 60
Peas—		
Split peas, stk., 98 lbs.	6 00	6 60
Whole peas, bushel	....	4 00

Brazil Nuts Being Sold at High Prices

NUTS.—The line which will give the retailer most trouble this Christmas is Brazils. They are rather hard to get. One house quoted 16c in bags and 16½c smaller lots, but this is less than they could be brought in at. Where jobbers bought well in the spring they are giving the retailer the benefit. Brokers report difficulty getting supplies of nuts through from the States, especially Filberts and Brazils. Filberts are offered the retail trade at 18¼c per lb. The price of Brazils is 5c above normal, and the quotation above is an exceptional one, the jobbers themselves paying as high as 20c for spot stuff. There is no difficulty getting peanuts, but the market is higher.

Coffee Comparatively Low

COFFEE.—A broker stated this week that the coffee market is one of the few markets keeping comparatively low compared with prices being paid three years ago.

Oranges and Lemons May be Cheaper

Winnipeg

FRUIT AND VEGETABLES.—In fruit the big demand just now is for oranges. There is a big demand for Californias, and there are likely to be lower prices according to local wholesalers. It appears that heavy supplies are rolling in, due probably to a desire on the part of Southerners to get rid of their stocks before the frost arrives. Lemons are bringing anywhere from $5. to $5.50 and oranges are quoted as follows; Navels, $4.50 to $5.00; Japanese, 65c per box; Florida $4. to $4.50. Grape fruit has suffered a decline to $4.50, although some houses are asking $4.75 for extra good stock. Winter Nellis pears are being offered at $3.50 per box, and D'Anjou pears at $4. box. It is expected that another decline in lemons will take place before long. About the only potatoes being offered here are Manitoba, which are bringing from 90c to 95c in 10-bushel lots.

American Tomatoes Now Reaching Market

CANNED GOODS.—New pack goods are arriving now, but they are much later than in previous years—from six weeks to two months. A jobber is offering new pack American tomatoes, 24 2's, $3.15 per case, and 24 2½'s, $4 per case. Corn is quoted at $3.10 for 24 2's. They also quote some low figures on canned salmon.

FLOUR AND CEREALS

(Continued from page 40.)

FLOUR RECOVERED AGAIN WHEAT VERY UNCERTAIN

Winnipeg

FLOUR AND CEREALS.—A week ago flour dropped to $9.60, the lowest point reached since the decline; then it recovered on Thursday, Dec. 7, following an advance of about 9c per bushel in wheat, bringing first patents back to $9.90, which is 30c per bbl. under the highest point. Since then the wheat market has weakened again. The decline last week was no doubt due to the British Government withdrawing support from the market for a few days, it having been rumored the Government was making new arrangements in regard to their manner of purchasing. It would appear that the Government later came into the market again, as there was considerably more activity, and the wheat market advanced 9c per bushel. However, nobody seems to be certain what happened. Rolled oats prices are the same, and the demand is about usual, with considerable inquiry for export. Millers are looking for considerable export business in January and February. Cornmeal remains at $3.20 for 89's. Bran and shorts have advanced to $28 and $39 respectively, due to heavy demand, especially in Eastern Canada. Millers report it impossible to supply the demand of Eastern Canada, especially for shorts and middlings.

Flour—	
Best patents	9 90
Bakers	9 40
Clears	8 70
XXXX	7 70
Cereals—	
Rolled oats, 80 lbs.	3 20
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	3 20
Oatmeal, 98's	4 00
Feeds—	
Bran, per ton	27 00
Shorts, ton	29 00
Middlings, ton	29 00
Mixed chop, ton	47 00

NEW BRUNSWICK MARKETS

(Continued from page 39.)

Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75
Salmon, Cohoes, case	....	9 00
Salmon, Chums	4 75	5 00
Sardines, domestic, case	....	4 60
Cream tartar	0 42	0 45
Currants, lb.	....	0 21
Raisins, choice, lb.	....	0 11½
Raisins, fancy, lb.	....	0 12
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	....	0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 11¾	0 12
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	....	5 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	3 75	5 00
Grapes, Malaga, keg	7 50	8 00
Grapefruit, each	0 05	0 05½
Potatoes, bbl.	....	3 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Dec. 13.—There is a protracted cold spell all over the middle West. Christmas business is brisk. Flour advanced thirty cents barrel December 8 and is now quoted at $10.40. Tin molasses advanced fifteen cents dozen and further advances are expected. Tapioca is quoted at 8¾c. Sugar declined December 6, ten cents and is now $8.64. Lard advanced twenty cents and is now $13.20 for three's. Salmon pinks $6.60 to $6.75. Poultry prices are No. 1, chicken 26c; No. 2, 23½c; No. 1 duck 22c; geese 22; No. 1 turkeys, 34c, and No. 2 30c. Turkeys are scarce. Dairy butter is quoted at 42c. All confectionery is half a cent higher. Shelled nuts are scarce. Walnuts have advanced two cents and are quoted now from 45c to 47c. Oranges easing off owing to Northern and Southern California's ripening at same time and are quoted at $4.50 to $5.00. Cranberries are $12.00 and in good demand. Lemons, new crop will be sold about five to five fifty; Valencias seven to seven fifty. Cotton twine has advanced two cents per pound. Japanese oranges scarce and apples higher.

Beans, small white Japan, bush.	....	5 10
Flour, No. 1 patents, 98s, per bbl.	....	10 40
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 95
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08¾
Sugar, pure cane, granulated, cwt.	....	8 64
Cheese, No. 1, Ontario, large	....	0 28
Butter, creamery, lb.	....	0 46
Lard, pure, 3s, per case	....	13 20
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 47
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	6 60	6 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 23	0 24
Eggs, new-laid	....	0 50
Eggs, storage	0 40	0 42

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Dec. 13.—Wholesalers are wondering what effect Germany's peace feeler will have on the markets. While flour shows a decline to nine ninety this week, excitement in Chicago on grain and falling off wheat in values, market is expected to drop again. Sugar remains steady. Blue Ribbon tea has advanced a cent a pound. Jute sacks also advanced to seventeen and half. Dominion corn flakes are now two eighty, gold dust fairy soap, glycerine tar, advanced twenty-five cents case. Lard advanced to twelve ninety. Eggs declined three cents and are now forty-two cents dozen. Tomatoes down to four sixty-five case; peas have declined to two ninety; apples two forty-five case for gallon. Evaporated apples are quoted at fourteen cents. Sockeye Salmon is quoted at thirteen fifty.

EDMONTON:		
Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel		9 90
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s, basis		3 70
Rice, Siam, lb.		0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.		8 35
Cheese, No. 1, Ontario, large		0 26
Butter, creamery, lb.		0 45
Lard, pure, 3s, per case		12 90
Bacon, smoked backs, lb.		0 25
Bacon, smoked sides, lb.		0 26½
Eggs, No. 1		0 42
Eggs, storage, case		11 50
Tomatoes, 3s, standard case		4 65
Corn, 2s, standard case		3 20
Peas, 2s, standard case		2 90
Apples, gals., Ontario, case		2 45
Strawberries, 2s, Ontario, case		5 50
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 10
Salmon, finest sockeye, tall, case		13 50
Salmon, pink, talls, case		5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 13.—Golddust and Fairy soap are up twenty-five cents case. Molasses appears to be due for an advance. A decline in sugar is expected. Flour has advanced fifteen cents but at time of wiring a drop of twenty cents is rumored but not confirmed. Wagstaffes strawberry jam fours are up five cents. Candied peels keep advancing steadily. Shoulder cuts of bacon is up a cent a pound. Lard up another half cent, three's now thirteen twenty. Currants in packages are scarce but there is fair stock of Australian bulk. California navel oranges four dollars case. Local potatoes twenty-eight dollars ton.

CALGARY:		
Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	....	....
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1 Ontario, large	....	0 26¼
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	13 20
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case	....	3 90
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall case	5 00	5 50

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, B.C., Dec. 12.—Bread and milk are giving the grocers the most trouble just at present. Civic authorities are making the trouble as regards milk by proposing enactments under which milk waggons should be reduced in number and grocers make deliveries. Dairymen oppose this and grocers at present are selling milk to customers for less than the dairymen deliver for. As regards bread. Bakers yesterday without notice raised the price. A 16 ounce loaf now sells for eight cents and a 14 ounce loaf wrapped calls for the same price. No five and ten cents loaves are now on sale. Grocers at a meeting last night decided to refuse to handle bread at less than a 20 per cent. margin of profit. The wholesale butter market has lately been a puzzler and prices have advanced to 46 and 47 cents for table varieties while 44½ is the lowest for cooking. Cheese is firm but it depends entirely on eastern market. Ontario solids are now 27¼ and twins 27½. Stocks are low. Eggs are wild and most wholesale houses quote only open prices but the average is 55c for strictly fresh to 48c for imported American. These prices are only a cent above those prevailing at this time last year. The potato market is firm with prices running from $25 to $35 a ton according to grade. The apple market is easy with stocks large and prices for the desert varieties running from $1.75 to $1.90 a box. The consumption is large. The demand for citrus fruits is quiet despite nearness of Christmas but figs, dates, nuts and Xmas dates are selling well.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 13.—The volume of trade in grocery lines continues normal and collections are fair. Jobbers are inclined to caution in credit matters. Increased cost of carrying over same stock is pressing heavily on some retailers. German peace proposals have aroused great interest in trade circles but little effect on the market is anticipated until something more definite occurs. Signs of easier tone in sugar market followed by stiffening has left prices unaffected. With old crop nearly exhausted molasses shows signs of exceeding even present record price. Beans are firm with price lower than in Montreal even with freight difference in favor of latter. Split peas and barley are extremely scarce for local consumption although elevator reports show big exports. Dried fruits and Christmas goods are firm but with no radical changes. Owing to lack of arrivals nuts will be scarce for Christmas trade as stock on hand is far from sufficient. Increased cost of wood, paper, and tin affecting cost of packages and driving package goods upwards.

Flour recovered somewhat this week with thirty cent advance to $10.90 for Manitoba and $9.95 Ontario. Cheese firmer at 25 to 25½. American clear pork again up now $40.75 to $41. Salmon chums advanced $4.75 to $5. In fruit lines apples show higher top price ranging from $2 to $5.50. California oranges lower at $3.75 to $5.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba		10 90
Ontario	....	9 95
Cornmeal, gran., bbls.	....	7 50
Cornmeal, ordinary, bags	....	2 50
Flour, buckwheat, 100-lb bag	5 75	6 00
Molasses, extra fancy, gal.	....	0 62
Rolled oats, bbl.	....	8 25
Beans, white, bush.	....	7 00
Beans, yellow-eyed	....	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 95	8 00
United Empire	7 85	7 90
Bright yellow	7 75	7 80
No. 1 yellow	7 55	7 60
Paris lumps	9 25	9 50
Cheese, N.B., twins	0 25	0 25½
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22¼	0 23½
Lard, compound	0 18	0 18¼
Beef, corner, 1s	3 00	3 50

(Continued on page 38.)

FLOUR AND CEREALS

Flour Market Is Rather Unsteady

Great Britain Resumes Importation of Flour With Effect of Firming Up the Feed Market Still Further. Wheat Uncertain.

Montreal

FLOUR AND FEEDS.—The tendency in flour is very irregular at present. Some reports say the market is dull and quiet. Previous expectations of exceedingly high prices during the Christmas season and on throughout the winter have resolved themselves into tentative predictions that wheat and flour will have a very firm phase with high prices before the new crop comes on the market—a broad enough opinion in all conscience. The wheat market has been jumpy, up two or three cents one day; down the next. Bull views, are believed to be still in the majority. A new feature noticed of late is that the United Kingdom has resumed importations of white flour after a period of a month or so when this was not being imported owing to Government regulations. The resumption was noticed on Monday 11 inst. when some five and ten thousand bag orders were placed. Demand for flour locally is reported fair, and stocks heavy.

Demand for feeds is very active, and prices remain exceedingly firm. The importation of white flour by Britain again will not help the situation as the 80 per cent. exportation flour contains all the feed materials except bran, and the sending of this flour out of the country is equivalent to the exportation of feeds to some extent.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 60	10 30
Second patents	9 50	9 80
Strong bakers	9 30	9 60
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 35
Bran, per ton	32 00	33 00
Shorts	35 00	36 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 74

CEREALS KEEP FIRM BARLEY VERY SCARCE

Montreal

CEREALS.—All minds in the cereal market are impressed this week by the magnitude of the disaster to the great plant of the Quaker Oats firm at Peterborough. The retail trade, however, is not likely to note more difference than an accentuation of delivery difficulties to which trade circles generally are getting accustomed since the war.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	....	5 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 30
Cornmeal, yellow, 98 lbs.	....	3 25
Graham flour, 98 lbs.	4 75	5 00
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 25
Oatmeal, granulated, 98 lbs.	....	4 25
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 95
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	4 75	5 00
Wheatlets, 98 lbs.	....	5 00

FLOUR DUE TO DECLINE

The wheat market on Wednesday closed 1c down for cash wheat at Winnipeg, and in view of the continued sagging, condition in wheat flour is in a weak condition. At the time of going to press, declines in flour had not taken place. Toronto offices of the large milling concerns were expecting notification of declines. In view of the peace proposals, there is continued weakness in wheat, but millers feel that little will come of the negotiations in the face of the expectations of the enemy. As soon as something definite transpires, and it becomes certain that the war will not end, wheat will in all probability become firm again.

Peace Talk Sent Wheat Downward

Cash Wheat Dropped 8c Per Bushel on Tuesday—Flour Weak as Result—One Advance Recorded During Week

Toronto

FLOUR.—The proposal of peace put forward by the German Government put a sliding movement into the wheat market, and the direction was downward to the extent of 8c per bushel on cash No. 1 Northern at Winnipeg. In the face of this condition flour at the close of the wheat market on Tuesday afternoon was in a very weak position. Declines were expected, but most of the millers held off to see what the wheat market of Wednesday brought forth. As intimated in CANADIAN GROCER last week, at the time of going to press flour was in a strong position, and was likely to advance. That advance did take place on Friday, and flour went up to $9.90 per barrel in car lots. It held at this figure until Tuesday, when the war news sent wheat down.

	Small lots per bbl.	Car lots of 2 bags
Manitoba Wheat Flour—		
First patents	10 10	9 90
Second patents	9 60	9 40
Strong bakers	9 40	9 20
Ontario Winter Wheat Flour—		
High patents	9 30	8 80
Second patents	8 60	8 30

DEMAND FOR CEREALS PRICES HOLD STEADY

Toronto

CEREALS.—Due in large measure to the uncertainty that prevails in the wheat and grain market over the turn that war conditions have taken, there has been a quietness in the cereal market during the week. The demand continues fairly good, but there was no disposition to make any change in prices. There was a waiting attitude present to see how market conditions would settle down.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 50	6 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 60	4 70
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	4 60	4 70
Wheatlets, 98 lbs.	4 90	5 00

BRAN FIRMER, WITH VERY HEAVY DEMAND

Toronto

FEEDS.—There was a firmness in the price of bran during the week, and an advance of $1 per ton was registered in certain quarters. The demand continues heavy for all mill feeds. In the face of the shortage of middlings, bran has had a heavier call during the week for feeding purposes. Also as the winter feeding season advances it is in greater demand among stock men. The new provision of the British Government as to the higher content of the coarser parts of wheat in the flour has shut export for flour off for the time being, pending more accurate information. This has curtailed the amount of flour being ground, and the production of feed is consequently reduced to a certain extent.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	33 00	35 00
Shorts	36 00	38 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 60	0 62

(Continued on page 38.)

Merry Christmas
and
Happy New Year

to our many friends and patrons
throughout the country

May our pleasant business
relations continue for
many years.

CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Provisions Are Steady But Quiet

Montreal—

PROVISIONS.—Quiet times have set in upon the market for provisions. Pork products remain unchanged in price, and demand for these lines of foodstuffs is reported steady but by no means abnormal. No doubt the more frequent fast days during Advent have their effect on consumption of flesh foods, but with the holiday season ahead merchants are confidently expecting good business, and a marked acceleration of the presnt steadiness. Lard shows an advance this week of half a cent a pound. This is the only advance to record in the provision market for the present. It is due to a passing or perhaps more lasting shortage of the commodity.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb	0 21¼	0 21½
Tubs, 60 lbs.	0 21¾	0 22
Pails	0 22	0 22¼
Bricks, 1 lb., per lb.	0 23	0 23¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

LITTLE LIVE POULTRY REACHES THE MARKET

Montreal—

POULTRY.—Deliveries of poultry during the past week have been fairly large. A number of poultry fairs were held in different parts of Eastern Ontario, and local dealers are very well pleased with the quantity, and quality of poultry shown. The prices paid, however, were in certain cases very extreme, and hardly indicate the genral markt. Very little live poultry is coming to market at present, and quotations are accordingly given only for dressed poultry.

Fowl—		
Chickens, milk-fed, crate, fattened, lb.	0 20	0 22
Old roosters	....	0 12
Broilers	0 15	0 16
Roasting chickens	0 18	0 21
Young ducks	0 14	0 16
Turkeys (old toms, dressed, lb.)	....	0 27
Turkeys (young)	0 28	0 30

EGG PRICES REMAIN FIRM BUT UNCHANGED

Montreal—

EGGS.—Receipts of eggs in Montreal for the week ending December 11th, were 3,949 cases as compared with 8,057 cases for the corresponding week last year. The market for eggs remains very steady and firm. Very few new laid eggs are arriving, and for those that do reach the market that are undoubtedly the real article merchants are paying on a wholesale scale 65 cents per doz. or at least 60 cents. During the week prices for eggs in Chicago broke seven cents per dozen, but at the end of the week the market re-acted. Local demand continues good, and there is also some enquiry for eggs for export. It is understood that some sales at very good prices were made last week for this purpose.

Eggs—		
New laid	0 60	0 70
Selects	....	0 44
No. 1	....	0 40

BUTTER PRICES ARE UNCHANGED IN WEEK

Montreal

BUTTER.—Conditions as regards butter are much the same as they were last week. Prices are unchanged though the market is exceedingly firm. Receipts of butter in Montreal for the week ending December 11 were 3,988 packages as compared with 2,758 packages for the corresponding week of last year, but the quality of the butter brought in now from the country is by far inferior to that coming in a month or so ago. The supplies being made in the country are rather too much flavored through the artificial feeding of cattle and have not the grass-fed flavor so much in demand.

Butter—		
Creamery, prints		0 45½
Creamery, solids		0 45
Dairy prints, choice, lb	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

CHEESE IN GOOD SUPPLY AND FIRM

Montreal

CHEESE.—Receipts of cheese in Montreal for the week ending December 11 were 12,080 boxes as compared with 10,015 boxes brought in for the corresponding week last year. The market for cheese following the natural course of years past is rather quiet now that navigation is closed. Still the great export demand is being filled, and cheese prices remain accordingly firm as ever. Local demand is good, and quality of the cheese being marketed is considered fully satisfactory.

Cheese—		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	....	0 26
Stilton, per lb.	....	0 28
Fancy old cheese, per lb.	....	0 28

HONEY IN QUIET MARKET AT PRESENT

Montreal

HONEY.—Honey which altered a shade upwards in price last week, as regards one quality, is firm this week but prices remain unchanged. There is no unusual demand for honey at present, the mild weather having the effect of retarding demand for sweet stuffs rather than accelerating it. Supplies of honey from the country are reported steady and sufficient.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09½
Buckwheat, 60-lb. tins, per lb.	0 08¾	0 09
Clover, 5-10 lb. tins, per lb.	0 12	0 13
Clover, 60-lb. tins	0 10½	0 11
Comb, per section	0 14	0 15

Hogs Advance 35c. Per Hundred

Toronto

PROVISIONS.—There is a firmness for both live and dressed hogs, the quotations range from 25c to 35c per hundred higher during the week. Dressed hogs, abattoir killed, are firmer in price by 50c per hundred. The tendency of market is toward higher prices. Supplies have been coming fairly heavy but a lighter run is expected between now and Christmas. A lighter export demand is looked for between now and the end of the year. The lard trade has held firm with a tendency to slightly higher prices in certain quarters. Goods for the Christmas trade are now pretty well made up and lard men are not anticipating a heavy demand between now and the end of the year. The undertone of the market is firm although a temporary lull in business is expected. All cooked meats have held steady in price during the week.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 28
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb	0 34	0 35
Hams, roast, per lb	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30

Lard—		
Pure tierces, 400 lbs., per lb.	0 20½	0 21½
Compound, tierces, 400 lbs., per lb...	0 16¾	0 17¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	16 50	17 00
Live, off cars	....	11 75
Live, fed and watered	....	11 50
Live, f.o.b.	10 75	11 00

BUTTER IN EASIER TONE CONSUMPTION FALLING OFF

Toronto

BUTTER.—There is an easier tone in the butter market although prices have not actually declined. In some quarters dairy prints were down 1c per pound but for the most part the prices held steady. Commission men attribute the easier feeling in the market to the fact that consumption is falling off. People have evidently made up their mind to get along with less butter. If the present condition continues through the falling consumption slightly lower prices would not be improbable.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

BREAK IN FIRMNESS OF THE EGG MARKET

Toronto

EGGS.—There was a decidedly easier feeling in the egg market during the week influenced no doubt to a certain extent by the fact that eggs in Chicago had taken a tumble. Eggs held steady in price for the most part but the market was in a groggy condition and lower prices were actually quoted in certain instances. For instance, new laids in cartons were quoted down to 60 and 65c, No. 1 storage at 40c to 41c and selects at 42c to 43c. For the most part quotations were steady at the prices of last week. New laids are not arriving in any better quantity.

Eggs—		
New laid, cartons	0 65	0 70
No. 1 storage, ex-cartons	0 42	0 43
Selects, extra	0 45	0 46

CONSUMPTION OF CHEESE IS ALSO BECOMING LESS

Toronto

CHEESE.—In common with butter and eggs there was a continued easier feeling in the cheese market. Consumption is falling somwhat and export business is not large at present. There were no declines during the week but the market was easier. September cheese is still holding firm at 25½c to 26c, while winter cheese is quoted at 25c. A number of the cheese factories closed during the winter. The season for the make of cheese has been an exceptionally good on. Factories for the most part have shown very substantial profits.

Cheese—		Per lb.
New, large	0 25	0 26

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

LIVE CHICKENS UP, TURKEYS ALSO FIRMER

Toronto

POULTRY.—There is a firmness in the poultry market during the week, particularly in the live chickens and hens, which are quoted up 1c per pound in the price paid by Toronto commission men at Toronto. Geese and turkeys are also bringing better prices by 1c per pound both for the live and dressed. Supplies of turkeys are not yet reaching the market in any quantities. The season for the growing turkeys was not a favorable one and there are signs that the numbers for Christmas consumption will not be large. Chickens are arriving in better quantities and the quality shows an improvement.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 11	0 14
Young ducks	0 14	0 19
Old ducks	0 10	0 15
Geese	0 12	0 17
Young turkeys (8 and 9 lbs. each)	0 22	0 27
Young turkeys (over 9 lbs. each)	0 22	0 28
Old Tom or hen turkeys	0 20	0 25

Prices are those paid at Toronto by commission men.

QUEBEC HONEY EXPECTED IN MARKETS IN NEAR FUTURE

Toronto

HONEY.—Honey from Ontario producers is not reaching the market any more plentifully that in recent weeks. Commission men are of the opinion that the Ontario crop is about marketed. As soon as existing stocks in dealers hands become a little lower it is expected that Quebec honey will be brought into the market. This is the usual course of events—Ontario first, then Quebec supplies follow. Prices have held firm during the week.

Honey—		
Clover, 5 and 10 lb. tins	0 13½	0 14½
60-lb. tins	0 12¼	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60 lb. tins	0 09	0 10½

WEAK UNDERTONE TO PROVISIONS

Winnipeg

PRODUCE AND PROVISIONS.—The run of live hogs last week held up fairly well, the prices paid, however, being slightly higher. The market opened at $10.70 and held firm at $10.85. Provision prices were practically unchanged, and prices held firm. There are no changes in either pure or compound lard. There is no change in either eggs or butter, but there is a tendency for a weak undertone due to lack of trade, and, in the case of eggs, to the slump which took place last week in the United States. Cheese is quoted at 25½c.

Hams—		
Light, lb.	....	0 25
Medium, per lb.	....	0 23
Large, per lb.	....	0 21
Bacon—		
Breakfast, per lb.	....	0 24
Breakfast, select, lb.	....	0 27
Backs, select, per lb	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	....	0 16½
Barrelled Pork—		
Mess pork, bbl.	....	30 00
Lard, Pure—		
Tierces		0 20
20s		4 10
Cases, 5s		12 52
Cases, 3s		12 60
Lard, Compound—		
Tierces	....	0 16¼
Tubs, 50s, net	....	8 25
Pails, 20s, net	....	3 37
Butter—		
Fresh made creamery, No. 1, cartons	....	0 42
Best dairy	....	0 38
Fresh Eggs—		
New laids	0 45	0 50
Extras, in cartons	....	0 43
No. 1, candled	....	0 39
Cheese—		
Ontario, large	....	0 25½

AN INTERESTING SCHEME TO EVADE A POSSIBLE INCREASE IN COFFEE

There are ways and ways of tackling the high price difficulty. Frederick A. Cauchois, one of New York's largest coffee handlers, is out with a new one that guarantees to keep the cost of coffee down for a year at least to within one cent per pound of its present price. Mr. Cauchois urges that coffee is about to advance. He bases his assumption on the following argument:

Prior to the war the Allies had an immense reserve of coffee. So the price was practically normal. The Central Powers were shut out from buying except for a percentage of Java coffee that had probably been shipped through from Holland. The price of coffee in Germany had increased 50 per cent. The United States had not suffered because the small buyings in Europe had sent most of the Brazilian crop, which constituted 85 per cent. of the available supply, to American markets.

Now, however, according to Mr. Cauchois, Europe's supply must be pretty well exhausted. Therefore, he judges that a strong increase is imminent. Then comes the novel scheme. Each one of his customers should buy ahead a year's supply, paying for it one cent per pound over the present price. Then Mr. Cauchois will purchase the whole quantity, to be delivered at stated intervals. The one cent additional is he asserts, to cover necessary storage charges.

The gentleman in question states that if this system had been inaugurated with regard to other lines of foodstuffs we would not now be suffering in an era of high prices. It looks like a good business proposition—for Mr. Cauchois.

CALIFORNIA RAISIN GROWERS LOSE HEAVILY

It has recently been reported that the Muscat grape crop of 1916 has been depleted to the extent of 25 to 30 per cent. as a result of early spring rains. This will mean a net loss of over half a million dollars, and this in addition to the partial loss owing to the inferior quality of some of the raisins produced.

BANK OF MONTREAL

ANNUAL MEETING

Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, Insist Strongly on Policy of Preparedness—Economy, Production and Immigration Should be Its Principal Features—67% of the Male Staff of the Bank of Military Age Have Enlisted for Overseas Service.

The Ninety-ninth annual meeting of the Bank of Montreal was held at the Head Office of the Bank at Montreal on Monday, December 4th. The addresses submitted by Sir Vincent Meredith, Bart., President, and Sir Frederick Williams-Taylor, General Manager, dealt especially with the policy of preparedness it was urgent the Dominion should adopt in order to be ready for the period of readjustment that must necessarily come at the close of the war. The principal features of the policy should be Economy, Production and Immigration.

Attention was also drawn to the temporary character of the present industrial activities in Canada and the necessity of recognizing same. Confidence was expressed in Canada's ability to solve the problems that might present themselves. Special reference was made to the large number of the staff of the Bank now serving with the Colors and the illustrious record they had made.

The President's Address.

Sir Vincent Meredith, Bart, President, in his address to shareholders, said:

I hoped when I last had the pleasure of addressing you that before this annual meeting the end of the cruel and devastating war, which has convulsed Europe would be, if not reached, at least within measurable distance. In this expectation we have been disappointed. No one can fix the day of its termination, but I am sure I express your feelings when I say we hold an unshaken confidence of the ultimate victory of Britain and her Allies.

Canada, inspired by a deep-rooted loyalty to the Empire, has given and is still prepared to give freely her gallant youth and monetary means to the great cause, upon the success of which her liberties and national existence so greatly depend.

The year has again been one of considerable anxiety to all those engaged in financial affairs. Our profits have been curtailed by payments of Government taxes at home and abroad, while earnings on loans in Canada have been affected by reduced borrowings on the part of our customers. It is not, however, an unfavorable feature that the prosperity of large manufacturing industries and business in general has produced a curtailment of bank loans, and converted borrowers into depositors. The low rates of interest on that portion of our reserves carried in New York have also been a contributing factor to diminished earnings compared with those antecedent to the war. But despite these disabilities, we have been able, after making what we believe to be full provision for bad and doubtful debts, to pay our usual dividends with the customary bonus and to carry a balance to credit of Profit and Loss Account. I trust, therefore, that under the circumstances you will consider the results of the banking year satisfactory.

Relations of United States and Allied Countries.

The wide ramifications of the business of the Bank make us necessarily deeply concerned with commercial conditions in other countries. In Great Britain, general trade has been spurred to great activity by the war's demands. There has been no lack of employment, wages have risen, money has been circulated freely, returning to the Banks in the form of increased deposits, and for the time being, at least, prosperity has prevailed, despite the displacement of labor by the war.

In the United States, also as a result of the war, there is an activity in business unexampled in its history. The shipments of gold to that country in payment of munitions, grain and other commodities have reached a sum in excess of $700,000,000 since the outbreak of the war. This huge inflow of the precious metal, together with the fact that under the new Federal Reserve Act the proportion of reserves required to be carried by the Banks has been reduced, is causing concern to many financial men, who fear that it will bring about a period of inflation to be followed by a serious financial reaction.

At present these conditions are serving a useful purpose to the Allied Countries by causing a plethora of money, thereby enabling them to borrow at comparatively reasonable rates of interest. If the United States market will continue to look with favor on further Allied loans, any menace to the financial situation to that extent will be removed.

The recent action of the Federal Reserve Board in counselling caution in the investment of American Bank funds in Treasury Bills of Entente Powers it is thought may be intended as a warning to imprudent or inexperienced bankers. It is hoped, however, that it will not bring about a diminution in Allied borrowings in the United States, with the possibility of a check in the volume of trade with Europe.

The Allied loans so far issued in New York aggregate $1,585,000,000, of which sum Great Britain has borrowed $860,000,000, France $570,000,000, Russia $130,000,000, and Italy $25,000,000.

Business Conditions in Canada.

As a result of the phenomenal crop of a year ago, coupled with vast expenditures by the Allied Governments in this country for munitions and by our own Government for requirements in connection with the war, high wages are being paid for all classes of labor, and trade conditions at the moment in Canada are buoyant in nearly all lines of business. The few exceptions will, generally speaking, be found in industries concerned with the production and sale of luxuries.

Owing to unusual adverse climatic conditions and decreased acreage, the yield of wheat this season will probably not exceed in quantity in the North-West one-half of last year's bountiful crop and will fall somewhat below the average in the older provinces; but the farmers will be largely compensated for the diminished yield by the high prices being paid for grain and all other farm products. Estimates this season are, as is usual, conflicting, but those believed to be most reliable give a wheat crop for the three North-West Provinces of 160,000,000 to 175,000,000 bushels, and for all Canada 185,000,000 to 200,000,000 bushels, and it is not improbable it may exceed these figures. Were it not for the fact that our shipments of grain to Great Britain will probably be curtailed by a shortage of ocean tonnage, the results might be looked upon as not unfavorable on the whole.

In this connection I may add that the past season has been very propitious for the dairy trade, the production of cheese and butter exceeding all previous records and marketed at unprecedently high prices.

The sudden reversal in the position of Canada from a debtor to a creditor nation, as respects foreign trade, has been remarkable. In the seven months of the fiscal year to October 31st the excess of imports over domestic exports of merchandise was, as recently as 1913, no less than $145,000,000, and in the like period of 1914 the adverse balance of trade amounted to $60,000,000. Then the gap began rapidly to close. The production of munitions of war of every description, together with the bountiful harvest of last year, carried the exports to an unprecedentedly high figure. In the seven months to October 31st, 1915, the value of domestic exports exceeded imports by $73,300,000, and in the corresponding period of this year the excess of exports over imports has reached the large sum of $160,000,000.

Nor has this reversal of the balance of trade been accomplished by contraction of imports; in the present year the value of imports has outstripped all previous records. The change has been effected entirely by shipments abroad of the huge crop of 1915, and the large output of war supplies, the exports of agricultural products in the seven months period to October 31st having risen from $75,500,000 in 1914. to $233,500,000.

It is scarcely necessary to add that this striking change in foreign trade balance has greatly ameliorated the financial situation, and is at once a cause and reflex of the existing commercial activities of the country.

Success of Domestic Loans.

In a little more than a year, Canada has issued two Domestic Loans amounting to $200,000,000 and the Canadian Government has borrowed in New York $95,000,000. The success of our internal loans is a matter of pride and congratulation. It is due largely to the spirit of loyalty of our people and a determination to do all within them to bring the war to an early and successful conclusion.

So far, a depletion of Bank deposits in consequence of these contributions has not taken place; in fact, they show month by month a gratifying increase. It must not be forgotten, however, that these increases are only partially due to the savings of our people. They may be accounted for to a very considerable extent by the husbanding of resources by our large corporations, a prudent and wise precaution in view of the uncertain conditions which now prevail and will continue to exist during the continuance of the war.

The Minister of Finance, to whom the country owes much for his wise and far-seeing administration of our financial affairs, will doubtless keep in view these conditions when making further calls on our resources which of necessity he must do from time to time.

The net debt of Canada on October 31st last was $696,000,000, an increase within the year of upwards of $200,000,000. The war expenditure has now reached $23,000,000 a month and is increasing. Ere long the public debt of Canada will reach a billion dollars and involve an interest charge of not less than $45,000,000 annually. While it is true that through adventitious circumstances public revenue has increased during the last year or two, no dependence can be placed on the continuance of this buoyancy, so that we will have to face a heavy interest charge on account of public debt, and a resulting taxation.

It is obvious, therefore, that if Canada is to escape the disability of being made a dear country to live in, the strictest economy in Government expenditures will have to be practised and all demands for public aid involving new burdens be held severely in check.

Policy Canada Should Follow.

There are three objects to which every effort must be bent:

Economy—that we may be enabled to provide the Government with funds to do our part to win the war and to make provision for taxes which we shall undoubtedly be called upon to pay.

Production that we may increase our exports and furnish more plentifully our home markets; and above all

Immigration—(which will bring about increased production so necessary to our well-being) to be promoted at all times and under all circumstances, more particularly of settlers who seek the land.

The Railway situation in Canada has been a matter of some anxiety to those connected with financial affairs. The Dominion Government has, as you are aware, appointed a Commission of capable and experienced men to thoroughly investigate the situation in respect of the newer transcontinental railways, and while I cannot, of course, anticipate the findings and recommendations of this Commission, I may be allowed to express the hope that neither Government ownership nor Government operation will ensue, either of which, I am convinced, would prove detrimental to the best interest of Canada.

And now, as my remarks draw to a close, I am tempted, contrary to my usual practice and unrestrained by the old adage, "Never prophesy unless you know," to look into the future. The thoughts of many men are turned towards the problems that will confront us after the war. Government Commissions are dealing with them; the press devotes much space to their discussion; international conferences have met, but our first, obvious and imperative duty is to WIN THE WAR.

When that is done, new conditions will unquestionably supervene. It seems probable that for some months to come orders for munitions and war supplies will continue to keep our industrial plants actively employed.

Outlook for Post Bellum Period.

A temporary check in business generally may be looked for when peace is in sight, but I do not anticipate that any lengthened cessation of our commercial and industrial activities will immediately ensue. The period of reconstruction will probably not be accomplished for several months, and during this time Europe should provide a market for all we can produce, and new markets, perhaps, will be opened to us which we have never yet been able to reach.

These countries, however, will be "beating their swords into ploughshares," straining their energies to the conversion of munition plants into factories for the production of goods for both home and foreign trade in the effort to regain their former markets, to liquidate foreign debts and to recover the gold of which by necessity they may have been temporarily deprived.

When the rehabilitation has been effected, we in Canada must be prepared to meet in our own markets the keen competition of foreign goods. To cope successfully with the competition, expenditures on capital account should be avoided as far as possible, and resources conserved. Efficiency, efficiency, efficiency must be our watchword, conjoined with economy in all walks of life.

With regard to immigration, I do not share the optimistic views of many of our friends as to the immediate outlook. That in time we will receive a large influx of new settlers there is no doubt, but for a period we shall be at a disadvantage owing to a deficiency of tonnage to carry them to our shores from Europe, and it is not improbable that Continental nations will, for the purpose of self-preservation, place an embargo on all emigration. Great Britain, for similar reasons, though she may not take such drastic measures in regard to her daughter nations, will, no doubt, discourage intending emigrants from leaving her shores. This I say without for a moment meaning that efforts to secure immigration should be in any way relaxed.

Canada is bearing up magnificently under the strain of this world-wide war, and her sacrifices will be amply repaid by the engendering of a spirit of self reliance, and she will emerge, a comparatively little known country, to take her rightful position in the affairs of the nations.

The future, as I have said, is beset with new problems and is not entirely free from financial anxieties, but by a young people possessing great national spirit, a territorial Empire and unrivalled natural resources, the future can be looked forward to with hope and confidence.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:

Gentlemen:—In this, the twenty-ninth month of the war, it is my duty to present for your approval the ninety-ninth annual statement of the Bank of Montreal.

Also it is my combined duty and privilege to explain the chief changes in the balance sheet now before you. First, however, let me comment briefly upon the factors that bear most importantly upon the future course of our affairs and that have influenced our banking position in the year under review.

The outstanding business feature in Canada is an industrial condition more abnormal in character than ever before in the history of this Bank, or of this country.

The same statement applies in a greater or lesser degree to several belligerent and neutral countries, but in Canada economic conditions as well are in an unnatural state. This is partly due to the war, also a result of suspended immigration and of a lengthy period of an extravagance of which we are now feeling the cumulative effect.

Canada sold her record crop of last year at high prices, as in the years of the American Civil War, while this year we are disposing of a moderate crop at such steadily mounting prices that we again reap a golden harvest about equal in amount to that of 1915. The total value of last year's crop was $799,000,000.

Our much criticized adverse trade balance has disappeared as though by magic, and our exports are now vastly in excess of our imports.

Exports for year ended 31st October.....	$459,300,000	$550,500,000	$1,172,700,000
Imports for year ended 31st October.....	514,600,000	421,700,000	716,900,000
Total trade for year ended 31st October.....	$973,900,000	$972,200,000	$1,889,600,000

Many of our great industries have converted big floating debts, a cause of anxiety, into cash surpluses. As a natural outcome, our stock markets are booming. Not only is unemployment unknown, but unskilled labor commands wages two and a half times greater than the pay of our volunteer citizen soldiers, who so splendidly risk their lives for their country, while men engaged in "factory piece work" can earn as much as a college professor. It is, therefore, not surprising that the unanalytical minded, or those preoccupied with their own affairs, or those who have not contributed in flesh and blood to the Cause, should complacently say "Times are good."

Among those who do not join in this refrain are the men and women of the salaried class and those with small fixed incomes. These have been hard hit by war prices and are indeed finding it difficult to make both ends meet.

The present buoyant industrial conditions are obviously the direct outcome of a steadily increasing demand by the Allies for food, clothing and other munition of war at rapidly rising prices yielding large profits to the producers.

Payment for these war exports and for our surplus crops, coupled with loans of $275,000,000 effected in New York since the outbreak of hostilities, have brought money into the country at a rate not only unprecedented, even in the days of our heavy borrowing in London, but so undreamed of that we can advantageously ponder on what might have been our condition had there been no war.

An American authority has said, "The war has saved the United States from a great industrial and financial calamity."

In many respects conditions in Canada are comparable with those in the United States. In two notable respects they differ. Our neighbors across the border are adding to their wealth at a pace without precedent in history, but, unlike the Dominion, unpenalized by increasing national debt and loss of human life.

Canada's Contribution.

There is another side to this picture on which it is not well to dwell unduly, but which should be kept clearly before us. Post bellum conditions will surely weigh upon us more heavily or less heavily in proportion to our present indifference or our foresight, and in direct ratio to the steps we take to provide for inevitable problems and difficulties. Our agricultural production brings not only prosperity but stability; apart therefrom, though the cost of these alleged good times will not fall equally upon individuals, Canada as a whole will pay, and is paying already, in hard cash, reflected in a formidable national debt and in a great public debt per capita. We are also paying in that most priceless of all treasures, the blood of the manhood of our country. So far the cost to us of the war is 14,000 lives plus 45,000 casualties, and in money $354,000,000.

The transient nature of our increased exports alone is a simple index to a situation that commands the attention of all thinking people.

These views may not be acceptable to all, but they are common-sense and based upon arithmetical facts. To be forewarned is to be forearmed.

These are the main factors that have influenced and will influence the banking position—the movement in deposits and loans and the safety of both. Therefore, in my opinion, the business of this Bank should be conducted with such views plainly before us until the situation clears.

There are two obvious meanings of lightening Canada's coming burden, viz., thrift and immigration. The two are closely allied, for only by practising national and personal economy or thrift can we reduce our high cost of living—that most effective barrier to immigration. Upon immigration we mainly depend for the fuller development of our unsurpassed natural resources.

Thrift is overdue but can be started forthwith; immigration must wait, but should follow in natural sequence. I have no words at my command with which to adequately urge the necessity of an organized and individual effort to promote thrift.

The timely and eloquent "Call to Action" of our Minister of Trade and Commerce commands attention. I am not sure that it should not be preceded by a "Call to Reason," in order that the importance of the problems of the situation be impressed upon those who are living in, let us say, the paradise of the unwise.

Sane optimism and self-confidence are admirable national qualities, and should be the order of the day. There is a point where optimism loses its value and the danger of over-confidence begins. That is the point for nations to avoid.

To sum up, we are going to win the just war we are waging; we are bound to win the war, but let us emerge from it unexhausted in order that the victory over our enemies may be perpetuated and recurrence of such insensate destruction rendered impracticable.

With the advent of peace will come relief to our Empire, but to financial and trade conditions peace will bring a necessity for sudden readjustment that in Canada, as elsewhere, must tax every resource to the utmost. I am satisfied that our Banks stand prepared to meet these new conditions with the adaptability and strength that have made them the bulwark of the Canadian financial situation.

Bank's Record in Overseas Service.

Sir Frederick Williams-Taylor, in concluding, referred to the number of the staff of the Bank that had enlisted for overseas service, saying:

"As for the Bank of Montreal Contingent with the Colors, I have no words sufficiently eloquent wherewith to fully express our pride in their achievements, our grief in their losses. Forty-eight per cent. of our total male staff, or 67 per cent. of those of military age, have enlisted, 51 of our best have been killed, and 107 are wounded, missing or prisoners of war. Several of our men have been decorated by the King for conspicuous valor, and the whole Contingent is illustrious."

Election of Directors and Officers.

The vacancies on the Board of Directors were filled by the appointment of Captain Herbert Molson, of Montreal, and Mr. Harold Kennedy, of Quebec, the new Board of Directors being as follows:—

D. Forbes Angus, R. B. Angus, A. Baumgarten, H. R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Harold Kennedy, Sir William Macdonald, Hon. Robt. Mackay, Wm. McMaster, Sir Vincent Meredith, Bart., Capt. Herbert Molson and Lord Shaughnessy, K.C.V.O.

The meeting then terminated.

At a subsequent meeting of the Directors, Sir Vincent Meredith, Bart., was re-elected President, and Mr. C. B. Gordon was elected to the office of Vice-President.

DURING the two weeks previous to Christmas, national magazines reaching millions of homes will carry special advertisements directed toward stimulating holiday Orange Sales. This publicity will be backed by almost page size newspaper announcements in 300 cities, and this holiday advertising will induce people to buy more oranges. It will increase the sales of all who sell or re-sell fruit.

And to make this advertising still more effective, the Dealer Service Department of the Exchange will furnish free to retailers a supply of window display material and store cards, which will attract customers and identify these stores with the name "Sunkist" in an unmistakable manner.

Dealers in many markets are now being given a special opportunity to increase their sales by co-operating with the Exchange in its Christmas newspaper advertising. Half of the largest newspaper advertisement is reserved for the use of individual retailers. Each one who wishes to do so can there insert his announcement over his own name, and thus gain the added force of the large dominating page.

The size of your holiday orange business depends finally on how many oranges the people in your territory can be induced to eat. In this the interests of the Exchange and the trade are mutual.

A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber or write our nearest office.

California Fruit Growers Exchange

A co-operative, non-profit organization of 8,000 growers

MAIN OFFICE: LOS ANGELES, CAL.

Canadian Offices:

Calgary, Alta. — Toronto, Ont.
Montreal, Que. — Vancouver, B.C.
Regina, Sask. — Winnipeg, Man.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	3 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	
Family, Plain, ... doz.; Family, Tomato Sauce, ... doz.; Family, Chili Sauce, ... doz.; 3's, Plain, Flats, Aylmer only, ... doz.; 2's, Tomato Sauce, Flats, Aylmer only, ... doz.; 3's, Chili Sauce, Flats, Aylmer only, ... doz.; 3's, Plain, Tall, ... doz.; 2's, Tomato Sauce, ... doz.; 3's, Chili Sauce, ... doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), ... doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12½
30's Tin or Wood, one pail only, per lb.	0 12½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.

THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

The St. Croix Soap Manufacturing Co.

St. Stephen, N.B.

Montreal, Toronto, Winnipeg, Vancouver, West Indies.

If any advertisement interests you, tear it out now and place with letters to be answered.

HAMS

Hams are cheaper than either Breakfast or Back Bacon. We have them Smoked for either Boiling or Frying. We have them Pickled for Boiling only. We have them also cooked ready to serve and we have them fresh for roasting. Small, Medium and Large in Size. Let us have your order for them.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 10
Jersey Brand, Tall, each 48 cans	5 10
Peerless Brand, Tall, each, 48 cans	5 10
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	3 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	5 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED.
MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.

Roast Beef, ½s, $2; 1s, $3.25; 2s $7.25; 6s, $22.

Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.

Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.

Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.25.

If any advertisement interests you, tear it out now and place with letters to be answered.

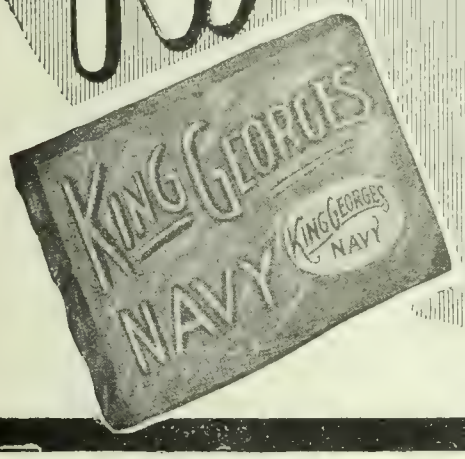
Why You Should Feature KING GEORGE'S NAVY

King George's Navy means regular profit

King George's Navy has the qualities that make qualities that make steady customers for the deal- a steady friend of the discriminating chewer, the er stocking it.

Steady customers mean regular profits. Hence it is that you ought begin selling **King George's** right now. Why not test it by sending for a trial supply to-day?

You'll soon want to replenish your stock.



Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by

The W. A. Freeman Co., Limited

HAMILTON · · CANADA

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

If any advertisement interests you, tear it out now and place with letters to be answered.

Give this new Sterling line a try out

It is making good everywhere, because its pure, high-grade deliciousness appeals to the most fastidious taste.

Sterling Tomato Catsup

has all the goodness and the deliciousness that come from using only the very best tomatoes and eliminating entirely Artificial Coloring and Preservatives of every kind.

This new Sterling product is a profit-maker worth connecting with. How about a trial order?

T. A. LYTLE CO., LIMITED

STERLING ROAD TORONTO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s,
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s, ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken Ham, Tongue, ¼s. ....
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb Tubs, 12½c lb,
In Glass, 1s, $2.30.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40: 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2. Individuals, 80c doz.
Pork & Beans, Tomato Sc., Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45. Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups. No. 1 assorted, $1.15.
Spaghetti with Tomato and Cheese, ½s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14⅛
Pails $2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ⅞c over tierces; 10-lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ½c over tierces; 60-lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS.

L'Admirable, 50 btles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 btles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 80
D. S. F., ½-lb.	2 90
D. S. F., 1-lb.	5 75
F. D., ¼-lb.	0 90
	Per jar
Durham, ½-lb. jar	0 92
Durham, 1-lb. jar	0 31

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
" whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

We Expect

to have shipped all Xmas orders for

Oranges, Lemons, Grape Fruit, Cranberries, Grapes, Nuts, Etc.

by the time this issue reaches you.

However, you will be sorting up on some lines sold out.

All Oysters, Bananas, Etc.

Let us have your orders and we will SHIP PROMPTLY

HUGH WALKER & SON

Established 1861 GUELPH, ONTARIO

For Xmas

Fine, Ripe, Juicy Navel Oranges

Florida Oranges

Celery, Bananas, Tangerines, Holly, Mistletoe, Cauliflower, Lettuce, Pineapples.

Quick Service.
Large Assortment.

WHITE & CO., LIMITED

Phone Main 6565 TORONTO

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a forerunner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.

Order from your Jobber or:

Frederick E. Robson & Co.
25 Front Street E, Toronto, Ont.

Mason & Hickey
287 Stanley Street, Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

Kindly mention this paper when writing advertiser

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THE LAPORTE-MARTIN LIMITÉE
ANNOUNCER

MONTREAL - - - DECEMBER 15th, 1916

Why Should the Retail Grocer be Held Responsible for the High Prices of Foodstuffs?

It is a peculiar thing to observe that although the grocery trade is the most legitimate of all trades: no business has had to struggle harder for its existence since the beginning of the war. The problems that the Grocer has to solve are numerous and difficult. Amongst others two have a direct bearing on his very business existence and must be dealt with immediately: "The ever-increasing price of goods" and "The rising cost of doing business."

Since the war started the price of fancy groceries as well as staples has advanced almost continuously. Various reasons are assigned for this, but the following seem the most plausible: Most of the fancy goods, such as Patés de foie gras, Truffles, French pastes, Caviars, and staples like vegetables, castile soaps, dried fruits, nuts came from Europe and the Orient. Therefore, when war broke out imports of these goods stopped almost abruptly and prices began to soar as supplies became smaller. The absence of these lines from many a grocer's shelves became apparent and consequently reduced this volume of business. Still the grocer accepted these new conditions and immediately set in to replace these by Canadian and American products. But the American grocery trade was in the same fix and prices began to soar until it was quite impossible to import these for our own trade.

As for the Canadian products the bumper crop of 1915 brought high returns to the farmer, and allowed him to hold us and get better prices for his 1916 crop of cereals and vegetables, which unfortunately being less than the 1915 crop had the result of sending prices sky high. These are the conditions that the grocer faces to-day. Yet notwithstanding these very good reasons why high prices prevail, the general public hold the grocer responsible for the high cost of foodstuffs when he is neither producer nor manufacturer of them, but simply distributer.

IS THE GROCER REAPING UNUSUAL PROFITS?

No, a hundred times no. If his profits are somewhat different to-day from what they were, they are less. How could he be making more profits when his cost of doing business is ever increasing? His own cost of living and that of his family are higher; he must pay more for his goods, his help, his horses or autos cost him more, besides increased war taxes and numerous charitable contributions. Now, how could the grocer add sufficiently to his selling prices to meet these extra expenses and yet retain his trade? Still the grocer is charged with enriching himself at the expense of the consumer.

The grocer is not complaining of his lot. But why should he be made the target of those who do not know these facts and be made to suffer for conditions that are entirely independent of him? How, this situation is to be relieved is a difficult problem, but no doubt that closure co-operation amongst the grocers would improve the situation. Why not show the public in the form of advertising of these true facts that it is unjustly holding the grocers responsible for the rising cost of foodstuffs. The expense would be small compared with the results.

Laporte, Martin, Limitée
568 St. Paul St. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 203, Canadian Grocer.

AGENTS WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Kindly mention this paper when writing advertiser

FOR SALE

Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling. Box 202, Canadian Grocer.

Jenkins & Hardy
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS
Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.
GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for Washing Clothes Without Rubbing
(2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

The Reputation and Standing of
Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

When writing advertiser kindly mention that you saw his ad. in this paper.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Don't Experiment—Sell the Milk Products that are proven sales producers

Malcolm Milk Products are no newcomers where repeat selling is concerned. A little counter display will prove this fact conclusively. The purity, the wholesome deliciousness of these Canadian-made milk products win the esteem of the most critical people and win for the dealers stocking them better profits and better customer-satisfaction.

You should give the Malcolm line a trial. We know that once you become acquainted with their unexcelled selling qualities you will not want to be without them. We know, too, that the increased customer-satisfaction these lines give will put many extra dollars in your cash drawer. Send your order in now.

We pay freight up to 50c per 100 lbs., and deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces.

The Malcolm Condensing Co., Ltd., St. George, Ont.

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And it will pay you to issue, improve and advertise this famous Milling Company's will-to-serve Canadian home thru co-operation with them.

—a constant source of flour-consuming suggestions —the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

***FREE** Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.*

GENERAL MERCHANTS' AND CHRISTMAS GREETING NUMBER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, DECEMBER 22nd, 1916 No. 51

TELEPHONES { VICTORIA 367—OFFICE / VICTORIA 366—SHIPPING

734 TO 740 MULLINS STREET

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

LEAD AND PUTTY IRONS

MONTREAL
CANADA

December 1st, 1916.

Dear Sirs:—

We beg to notify you, that by virtue of Letters Patent granted by the Dominion of Canada, we have taken over the business of

A. R. W H I T T A L L

and have assumed all assets, liabilities and contracts of this firm.

Messrs. A. R. Whittall, D. S. Whittall, and F. R. Whittall will continue in the ownership and management of the new company; and no new capital has been taken into the business. We are now in a better position than heretofore to handle your requirements in the promptest and most efficient manner.

We wish to thank you for your kind patronage in the past, and to express the wish that our connection may continue to be of a cordial nature; and that the business transacted between us may increase in volume, to our mutual advantage.

Yours very truly,

A. R. WHITTALL CAN COMPANY, LIMITED.

A. R. WHITTALL, President.
D. S. WHITTALL, Vice-Pres.
FRED R. WHITTALL, Sec.-Treas.

TO Brunswick Brand dealers everywhere we extend our Heartiest and Sincerest Wishes for a Happy Christmas and a Most Prosperous New Year

CONNORS BROS.
BLACK'S HARBOR, N. B.

App
Phys
Mothe
Three
Bord

The happiest of happy Christmasses be yours

Borden Milk Co., Limited

MONTREAL

their winning
play of them will

lines? Meet the demand for
ducts. There is big business in it
pply to-day.

rden Milk Company

"Leaders of Quality"

MONTREAL

Branch Office—Arcade Building, Vancouver

TEA

Ceylons, Indians, Japans, Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the Canadian Trade. Large selection from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY

Write for samples and quotations or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants

John Duncan & Co.

ESTABLISHED 1866

MONTREAL

Greetings to the Trade

THE old, old wish, **"A Merry Christmas,"** has ever symbolized the hearty greetings of friend to friend and though it is indeed time-honored it is still truly expressive of good-will and sincerity.

Such is the spirit in which we tender it to you. May this indeed be for you a real Merry Christmas, and may 1917 mark a new mile-stone on the high road to happiness and prosperity.

We thank you for your valued business during the past year and should you honor us with a continuance during 1917 we assure you that you will find Furnivall Methods and Furnivall Quality ever the same—always dependable.

Our Motto has ever been and still is **Quality and Service.** Upon this we have built our business and upon the same good foundation we intend to build the business of the future.-

Perhaps the selling value of Furnivall's Jams is as yet unknown to you. Should this be so we cordially invite you to give our lines a trial. We are confident that a trial will make you a firm believer in their profit-making qualities.

You can order Furnivall's through the wholesale trade.

Furnivall-New, Ltd.,
Hamilton, Canada

That good old wish —A Merry Christmas and a Prosperous New Year

TIME-honored, 'tis true, still we know of no better greeting to extend to the Grocery Trade of Canada.

AND in doing so we wish to thank you for your generous support during the year that is gone and to assure you of our continued efforts towards still better service for our patrons during 1917.

THE [illegible] by St. Lawrence Sugar in the past is going to be rigidly maintained. Quality will be our watchword; the St. Lawrence quality that has no peer.

1917 demand for St. Lawrence Sugars. Results will gratify you.

St. Lawrence Sugar Refineries, Limited

MONTREAL

If any advertisement interests you, tell the Canadian Grocer about it. Letters to be answered.

Christmas 1916

AN abundance of Christmas joys, a New Year blest with Dame Fortune's smiles and overflowing with health, wealth and prosperity—this is the wish we extend to our business friends and customers in the Canadian Grocery Trade.

MAY the bells of 1917 usher in a particularly prosperous year for you all.

W. G. Patrick & Co., Ltd.

IMPORTERS

51-53 Wellington St. W. Toronto

Western Branch:

168 Market Ave. E. Winnipeg

—be sure of your profits

A National Cash Register takes 50% of the worry out of the business of store-keeping.

No more need you jump out of your bed, Mr. Merchant, and get angry with yourself because you forgot to enter a charge account against the customer who bought goods on credit.

The new National Cash Register forces you to make a record—a permanent, accurate, infallible record—of every credit sale.

And it not only rids you of this worry, it pays for itself in the money it saves—money which you legitimately earn as your fair profit.

It is a machine—it can't make mistakes, can't forget, can't get tired.

It forces accurate and permanent records of all transactions between clerks and customers. In two seconds it prints a receipt showing the amount paid, and a sales-slip showing the amount charged.

Not only does the new National Cash Register save the merchant time by making his bookkeeping easier—it also makes it easier to deal with customers quickly.

You have the satisfaction of giving each customer a receipt for every cash sale without wasting a moment of time in writing it.

The infallible record kept by this machine is an unanswerable argument in every dispute with customers—it saves your trade by saving friction.

It gives you freedom from work and worry; gives you cheap and direct advertising of your store on the back of each receipt, and so attracts trade and increases profits; it gives you time to attend to your merchandise and window displays.

The National Cash Register Co. of Canada, Limited

Christie Street,
Toronto,
Ont.

National Cash Register Company of Canada Limited, Toronto, Ont.

Why you should stock McLeod's Flours this winter

The saving on a well-made flour becomes more apparent during the cold weather months. This winter particularly, in town and country homes, the housewife will go in extensively for home baking in order to counteract the high cost of bread.

Here is a golden opportunity for you. Make a good extra profit by featuring McLeod Flours—"SPECIAL" and "OUR CHIEF."

These are selected milled flours of known quality, the kind that will give satisfaction.

Stock McLeod Flours and look for a good year round flour business.

Note—The Chief is our Manitoba Strong Baker.

The McLeod Milling Co., Limited
STRATFORD, ONT.

OUR very best wishes for a Happy Christmas and a New Year surpassing in health and prosperity all that have gone before.

May the cordial relations that have marked our dealings in the past be still further strengthened during the days to come.

We are confident that *NORSE CROWN SARDINES as PACKED BY THE OVERSEA EXPORT CO.* will meet the requirements of your most particular trade. We are sole agents for Canada.

Stewart Menzies & Co.
70 Lombard St., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

W. CLARK, Limited, take this opportunity to thank each and all of their customers for their support during the passing year and to wish them a Merry Christmas and a New Year replete with happiness, prosperity, and plenty.

W. CLARK, LIMITED

MONTREAL

A Merry Christmas to one and all and may E. D. Smith & Son's Products put many extra dollars in your cash drawer during the holiday season.

E. D. Smith & Sons Limited., Winona, Ont.

The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push it.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news spreads and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM
AND BACON

MATTHEWS BLACKWELL, LIMITED

TORONTO MONTREAL HULL PETERBORO BRANTFORD
WINNIPEG SYDNEY, C.B. FORT WILLIAM SUDBURY

If any advertisement interests you, tear it out now and place with letters to be answered.

We'll bring new business to your store

We are doing it for other grocers, we can do it for you. Our Cigar and Confectionery cases will get you your proper share of the money now not spent for liquors. Why not plan now for this profitable trade?

Send floor plan and get Catalogue and direct quotation to fit up best way to attract this new trade to advantage.

We can supply all styles and lengths to order.

REFRIGERATOR COUNTER No. 9
Glass Display Top or Marble. Stock sizes 9 ft., 11 ft.
Prices: $145.00 and $175.00.
Shows and sells your Cooked Meats and Delicatessen.

No. 3 COMBINATION FALSE DISPLAY COUNTER
All Bevel Fronts. Patent gravity closing bins or drawers in rear; full capacity. Nothing better made.
14 ft. Counter shown.
$155.00.

The Walker Bin and Store Fixture Co., Limited

KITCHENER, ONTARIO

Agencies

P. L. BORLAND, Vancouver, B.C.
NORTHWEST SPECIALTY CO. Sask.
JAS. M. HARGREAVES, 814 Broadway Ave.,
GEO. CAMERON, Ottawa
S. A. HAMILTON
W. J. ARMSTRONG, London.
Hamilton
Montreal
F. H. CALDER, Halifax

GROCERY WALL CASE COMBINATION X3
Section No. 41, 6 ft. Section No. 100, 9 ft. X3 spice 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.
Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

If any advertisement interests you, tear it out now and place with letters to be answered.

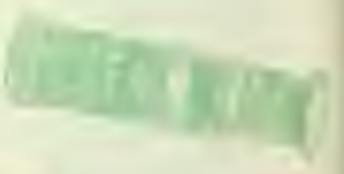
Insist on Anchor Caps

ANCHOR CAPS

to handle.

Anchor Cap and Closure Corporation of Canada, Ltd.

50 Dovercourt Road, Toronto



"Anchor Caps"

For all Products

Christmas 1916

Christmas Greetings

From

Dominion Canners, Limited

WISHING YOU ALL YOU WISH YOURSELF

THE NUGGET POLISH CO., LIMITED

9, 11 and 13 Davenport Road

TORONTO ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Also Campbell, Wilson & Horne, Red Deer, Alta., and Campbell, Wilson & Strathdee, Swift Current, Sask.

Link your store with any of these houses

Send a trial order to [illegible] and test the real, sound selling value of the popular **ROYAL SHIELD SPECIALTIES.**

Make no mistake--Royal Shield Brand Teas, Coffees, Jelly Powder and Baking Powder are the finest obtainable anywhere, the right grade of goods to satisfy that particularly hard-to-please customer.

Our stocks are replete with seasonable goods, including raisins, currants, peels, figs and nuts. A trial order will convince you that we give the service.

CAMPBELL BROS. & WILSON, LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

Wagstaffe

Suggest

Wagstaffe's Pure Marmalade

with every Christmas order

ORANGE MARMALADE
GINGER MARMALADE
PINEAPPLE MARMALADE
GREEN FIG MARMALADE

With the Compliments of the Season.

Wagstaffe Limited

HAMILTON, CANADA

Christmas, with its gayly decorated tree, its happy children and its cheerful greetings, is here once more.

Let us enter into the spirit of the occasion and drop our cares and anxieties. Christmas comes but once a year, and by our hearty handshake and our cheerful smile we will help to make others happy, too.

To the grocers of Canada and their clerks we extend the season's greetings and trust that you all will thoroughly enjoy the holiday.

T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary

Red Rose Tea

"is good tea"

Of Recognized Worth, the World Over

Now a Household Requisite for Infants and Invalids

A prominent display of Robinson's "Patent" Barley and "Patent" Groats linking up with the popular demand for them means much to the wide-awake Grocer.

MAGOR, SON & CO., LIMITED

30 Church Street, Toronto — 191 St. Paul Street W., Montreal.

AGENTS FOR THE DOMINION OF CANADA.

Lantic Sugar

Christmas 1916 — New Year 1917

IN extending you our sincerest wishes for a very happy Christmas, we wish to thank you for your ready response to and support of our efforts towards introducing Lantic Sugar into every home in Canada.

THE Red Ball that means Quality Sugar is now well known all over the Dominion, hence the grocer featuring "Lantic" Sugar can confidently anticipate bigger and better sugar sales during 1917.

MAY your fondest hopes in this and all other lines be realized, and may Health, Wealth and Happiness camp on your doorstep during all the days of the coming year.

Atlantic Sugar Refineries, Limited

MONTREAL, QUE. ST. JOHN, N.B.

CANADIAN GROCER

Vol. XXX. TORONTO, DECEMBER 22, 1916 No. 51

Charging Interest on Accounts

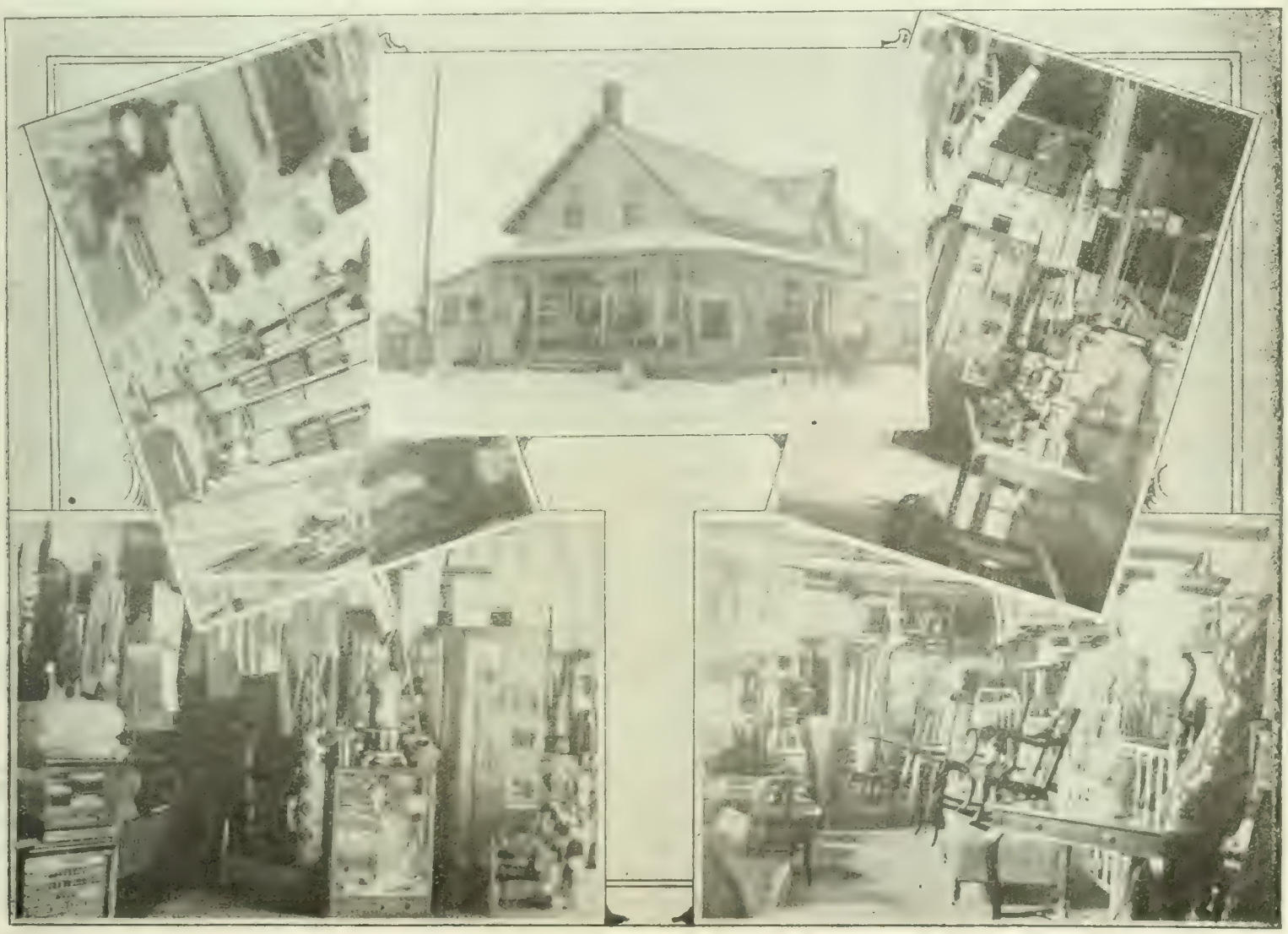
A General Stores Accounts Collected on a Thirty-Day Basis — Outstanding Accounts Carried in Notes Bearing Interest—Putting the Country Account System on a Business Basis—Successfully Accomplished by Campbellcroft Merchant.

IS a cash business to be desired? This is a much discussed point, some people claiming that it is and others favoring a well regulated credit business, as much the more stable form of trade.

The farming communities however offer many conditions that complicate the discussion. For instance the farmers' business is a year business. He receives payment for his goods largely at one particular period of the year. At other times while perfectly solvent he may be short of actual cash. This has led to extended credits that have proved a very great hardship for the general merchant. A city merchant grumbles if his accounts slip over into the second month. A general store's open accounts may often run a year and when the season is bad sometimes slip over into the second or third year. These accounts too at the end of this period often amount up into the hundreds. This places the general merchant in a position of great difficulty. If he has not a very large cash reserve, he may find it very difficult indeed to finance.

Is the Cash General Store a Possibility

Is it possible for the general store to adopt any other system? The chorus of answering "No's" is almost unanimous. But there is at least one dissenting voice. It is possible to remedy the situation. It is possible to



Some views of the exterior and interior of P. C. Hanna's store at Campbellcroft, Ont.

put a general store business on something like a cash business, without in any way antagonizing the patrons of the store. It is possible. This can be stated with conviction, because one man at least has done it.

Says Farewell to Mildewed Accounts

The store referred to is that of P. C. Hanna of Campbellcroft, Ont. Up to May 1915, Mr. Hanna had followed the general precedent, and he had the usual fine display of accounts that were almost mildewed with age. Some of them were good in as far as they were ultimately collectable, some of them were unquestionably bad. As Mr. Hanna pondered the situation, he came to the conclusion that from a strictly business standpoint they were all bad. Here were goods sold three years ago, still not paid for that had doubled or tripled in value. When the account was ultimately paid the goods would have been sold at about a third their value at the time of payment. Was this good business? If it was, Mr. Hanna could not see it in that light. He began to figure the proposition out.

Farmer a Good Financial Risk

The farmers weren't actually poor. Therefore having money their credit should be good, even if their money was tied up in a prospective crop. Why then thought Mr. Hanna should he display all the confidence. If this crop prospect were a real asset. Why should not the farmer be content to finance with it as a backing. From this idea grew the General Cash store as an actual experiment in business. It is not a cash store as the retail trade accepts that term, but rather in the way the wholesaler considers it, counting 30 days as a cash basis. In May 1916 this new system was inaugurated. A notice was sent out to all Mr. Hannas customers, pointing out how the war had changed all conditions of business and had made the financing of a large stock a much more difficult task than it had been in the past; and outlining his proposition, for making the store from that date a cash store allowing only thirty days credit. A good many of Mr. Hanna's friends predicted a sudden and complete demise of the business he had built up with such care. A cash store, even that kind of a cash store wasn't a possibility in the country, they said. Mr. Hanna believed otherwise and went ahead. With what success?

The Proof of Success

Well, Mr. Hanna keeps a monthly balance on all his business. That ought to show whether business was falling off or not. The first month of the business under the new system, showed very little change over the same month of the preceding year, if anything it had a little better than held it's own, the following month however when the scheme had a real chance to show itself the business showed an increase over the preceding year of a cool $1200. And mark you that wasn't in the doubtful asset of a statement but in good coin of the realm, or else in notes that were discountable at any bank and that in the interval paid their way.

Taking a Farmer's Note for Credit

Under the new system a surprisingly large number of accounts are actually paid on maturity. When a man however is not in a position at the moment to meet this liability Mr. Hanna takes a note for six months. In all instances this has been readily given. This note bears interest at 7 per cent. before and after maturity. Now seven per cent. may not be a very gilt edged profit, but it's a long way better than nothing, and it's a still longer way better than having to borrow money at seven per cent. to help carry these long overdue accounts on the books. These notes are negotiable. But Mr. Hanna does not discount them. If it is of advantage to the bank to discount these notes it is also of advantage to the merchant to hold them himself. Even seven per cent. is an item worth considering. Mr. Hanna does not however forego all the advantages that the possession of this negotiable paper gives him with the bank. He deposits these notes as an evident and available asset, and they are recognized as such by the Bank.

The Three Request System in Buying New Goods

It is not safe to draw conclusions from one case as to what might be feasible in another, but in Mr. Hanna's case, at least, this has been a shining and outstanding succes. Of course there may be a good deal in Mr. Hanna's method of doing business. He is a man of many ideas, and possibly some of these have also had a good deal to do with his success. For instance, how many men have any system in ordering new goods? Well, Mr. Hanna has. He keeps what he calls a "Want Book," when a new article is asked for he does not at once order it. He used to, only to find that the one demand was possibly the only one he had. Now he enters the demand in the Want Book, if there is another request for the same article is received he makes an additional entry in the book if it is asked for a third time, he considers that there is a real demand, and the article is at once stocked. All new goods have to meet this test of three calls before they are stocked. In this way he has been able to avoid dead stock to a most extraordinary degree.

Working With the Drummer to Beat the Mail Order House

What about the mail order business Mr. Hanna was asked. Does it curtail your trade to any extent? Not much, he thought. A good many merchants do the mail order house's advertising for them by talking against them all the time. A little opposition he thought didn't do any harm anyay. The hardest opposition any man could have, was none, at all, this was his situation. It gives the people nothing on which to base a comparison of prices and consequently they often thought that they were being overcharged when there was no justification for such a suspicion. In this way the mail order house has done him some good. Not that he lets them have their own way. He has his own methods of meeting the competition. And "the head and the hoof" of these, as Kipling would say, is to keep posted on his customers' wants. With that end in view he spends a good deal of time out in the country. He does a large produce business, of which mention will be made later, and while engaged in this he keeps posted on what is going on. If a farmer is building a new barn. There is roofing, lightning rods or a windmill to be thought of. If he doubts his own ability to sell this man he gets in touch with the wholesaler. The tip is worth something to them and they will send an expert salesman. Mr. Hanna instanced one little trip with a salesman when they had sold 145 squares of roofing, in a couple of hours, his profit on this little transaction netted him $58.00. This matter of keeping abreast of the farmers' needs and suggesting them almost before they have entered the farmer's own mind has helped him greatly in his business. For instance Mr. Hanna says: "There is a lot of information that may be gained in studying outgoing and especially incoming freight. It lets you know who is buying and where; valuable hints may often be gleaned this way."

Letting the Farmer Weigh and Count His Own GGoods

The handling of produce is one of the big ends of Mr. Hanna's business and here too he has some ideas of his own. "For one thing," said he when asked what methods he adopted, "When poultry of any description is brought in I always let the farmer weigh his own. I examine the weight afterwards of course to make sure, but more as a matter of curiosity, as it were, not in a way to make them think that I doubted that it had been correctly weighed. That

(Continued on page 36.)

Taking the Store to the Farmer

A Wide-Awake Merchant's Method of Combating the Mail Order Competition—An Old Touring Car Transformed Into a Truck Makes an Up-to-Date Store—How This Method Has Been Put Into Successful Operation at Small Cost —Its Unqualified Success From a Money-Making Standpoint

PROBABLY the greatest menace that faces the general storekeeper is the encroachment of the Mail Order houses on his territory. The spread of the rural mail system, that now covers with its network of routes, a good percentage of the rural communities everywhere, has added a new factor to the case.

The busy farmer's wife, or for that matter the farmer himself, can write a letter at night that only requires a step to the post box, while the long drive to town, often over bad roads, brings a consequent loss of time and delay in work, in themselves, no mean item in these days of labor shortage. All these are saved.

It looks on the face of it as though the mail order house has a rather large advantage over the local dealer, in this way alone. On the other hand, the local dealer has this advantage in his favor, that most people like to see the goods they buy. If he can get his possible customers into his store, he will probably be successful in selling them the bulk of the things they need. But if he can't get them to visit the store, or if they visit it irregularly, he may then be compelled to watch the bulk of the trade, that should by rights be his, find its way through the rural delivery box to the mail order house.

Meeting the Mail Order Competition

Various ways have been devised of meeting this difficulty. One of the latest of these is the scheme of A. C. Elliott, of Brooklin, Ont., of taking his store to the farmer. An attractive dodger, sent to all his customers or prospective customers outlines the scheme:

> "Last fall we bought a large second-hand automobile with the idea of turning it into a motor truck delivery.
>
> "We realize in these times of scarce labor the trouble it is, and the time you waste by breaking into a day to go to the store, and just as soon as possible we are going to ask you to let us call at your door at least once a week, and, as we honestly believe, save you both time and money.
>
> "We are going to start as soon as the roads are fit and keep on as long as they stay fit. We are going to carry as complete a line of groceries as if you came to the store, and as much else as possible. As a great many of you know, our stock is one of the largest of any general store in the country. We think we can give you the best service, and we hope it will be to our mutual benefit if you will let us call."

The Store Car of A. C. Elliott, of Brooklin.

Here is the scheme. Not to worry over the menace of the mail order house, but to meet them on their own ground. To give the farmer the same service with just a little bit added on the side, for here are the goods for actual inspection.

A Movable Store

Regarding the practical details of the scheme. The car is made to do just what it promised. As far as is possible, it does carry an actual store equipment. It was built to do this to the best possible advantage. As will be seen by the illustration, a regulation body was built on the car chassis, the sides that are closed while on the road are so made that they will lift up on their arrival at the farmer's home. Thus the store's display is brought to the farmer's attention. Each side has three shelves facing outward, the lower two shelves are for all varieties of groceries, and their extent renders it possible to carry a very representative line of all manner of grocery goods. The upper shelf is reserved for overalls and staple lines of dry goods. The large box on the running board contains coal oil; as is evident, it is kept well away from the other commodities. A similar box on the opposite running board carries lines of fancy biscuits.

The policy of Mr. Elliott was to carry a full line of goods as far as possible. Groceries of all kinds, standard remedies, tobacco, men's overalls, work shirts, prints and hose, were among the articles that were fully stocked. In the more bulky lines, such as boots, only samples were taken, on which orders were solicited for the next week's visit.

There was an opening up the centre of the car for the carrying of butter and eggs, where there was accommodation for 200 dozen of eggs. These goods were sold mostly in the Brooklin market, which is held every week, though a considerable number go to Toronto and Montreal.

A Strictly Cash Business

There was very little cash paid out in connection with this produce business. As the goods were there to be seen and purchased, the impulse was to take payment in goods rather than cash. Indeed, cash was an element of the whole business. Mr. Elliott does not favor a credit system. In his circular he featured the fact that the business done was to be on a strictly cash basis. In operation he did not find this as difficult as he had expected; very few people asked for credit, and on the whole six months' work, owing to the new venture, there was not 3 per cent. added to the credit accounts of the store.

Business Increases 40 Per Cent.

Did the farmers appreciate the convenience that was thus offered them, is a natural question. Well, after all, results talk. In the six months of opera-

tion, a very large number of new customers had been added to the clientele of the store; moreover, the actual business had shown a net increase of 40 per cent. There are some people who, no doubt, will quarrel with the scheme for many reasons, but, after all, 40 per cent. does talk, and talk pretty loudly at that.

The Cost of Operation Light

What about the actual cost of operation? To begin with, the car was a second-hand seven-passenger touring car and did not cost a great deal of money in the first instance. The body was mostly built by Mr. Elliott and his son in their spare moments. When finished, this truck was capable of carrying 1,500 pounds, which was found to be more than ample. Though this truck has been on the road four days in the week, in all weathers, making an average of 20 miles a day for six full months of the year, there are still three of the tires that came with the car actually doing business as well as ever, so it is evident that the repair part of the bill has not been heavy, and Mr. Elliott assures us that the actual upkeep of the car has been a very small item. The automobile store is presided over by Mr. Elliott's son, who has been associated with him in business for the past thirteen years.

On the face of it, this scheme looks as though it ought to be a fairly successful way of meeting and to a great extent counteracting the mail order house competition.

Good Business in Standard Remedies

The General Store Natural Market for Such Goods — Few Storekeepers Taking Advantage of This Profitable Opportunity—How Failure to Do So Militates Against Business—One Merchant's Experience—The Item of Service in the Country Store

A CANADIAN GROCER representative, calling some time ago on a large maker of standard remedies, chanced to ask him where his particular goods found their readiest market. His reply was prompt. "The general store is the real market for all such remedies. The drug stores in towns and cities handle them to a considerable extent, but the general store is the real market."

To the writer it seemed a striking statement. Remembering the dozen, or half dozen bottles that comprises the average general store remedy department it seemed an unusual statement, till the number of general stores was considered. The standard remedy is marketed on the basis of the extent of its sale rather than on the basis of their volume in any one community.

The Suggestion to the General Store

Now, the question presents itself. Does this situation offer any suggestion of value to the general store keeper? Well, it offers this much. That the demand for standard remedies is as widespread as the field of salesmanship. Manufacturers have built up an enormous business. The word enormous is used advisedly, for countless fortunes have been made out of this business. And yet the average general store keeper is content to let this trade slip by his door.

Good and Bad Remedies

Now in any such discussion as this it is well to safeguard oneself. Under the general head of patent medicines there have been given to the world many remedies of unquestioned value. It is said to relate, however, that the name has been used in many cases to cover frauds, remedies that are good for nothing, in some instances vicious in their effect. For this reason in urging the more extensive stocking of standard remedies, let us be understood to mean only those remedies which have been proved to be of real merit, whether they came under the classification of standard remedies or not.

These conditions do not, however, present any real difficulty. Any reputable drug house would be glad to assist in the selection of a line of goods that would be of unquestioned use.

Does the Profit Justify the Outlay?

But can such trade be made profitable? Well it is profitable to the manufacturers. There seems no particular reason why it should not be to you. The general store stands in a peculiar relation to the patrons it serves. In the city, people may deal at one, two, or perhaps more stores, but the patrons of a general store as a rule depend on it to supply all their everyday needs. Where it does not they are compelled to do without or await the opportunity of an infrequent visit to the city. The failure to meet this need is a distinct failure in the service that the patrons of a store have a righ to expect.

Some time ago the writer was in a very well managed general store, and noticing a well filled medicine case was moved to question the reason for this unusual display.

How Failure of Service Aids the Mail Order House

"Well," said the storekeeper, "my customers have come to look to me for the things they need, and I've made it a policy as far as is possible to get them everything they need. If you don't provide them with it, someone else will, and I for one can't see the reason of ceaselessly complaining about the inroads of the mail order houses, and abusing our customers for patronizing them, when we are driving them into the arms of just such institutions by our failure to meet their needs. Just because I haven't the goods doesn't say that they will do without them. Why, often they can't do without them. When I haven't an article I lay myself open to attack, and someone sticks a catalogue under their nose and explains how easy it is to write in and order things. And that wouldn't be so bad if I only lost the sale of that one article, becuase I have discounted that loss already by not buying. But that isn't all. They begin looking around for other things that I haven't got, and probably a lot of things I actually have get mixed in with them in the scramble, and there you are. I have lost a good percentage of the custom of a good customer, because I didn't serve him properly.

Giving City Service in the Country Store

"Now, I don't pretend that this is a very brilliant idea, but it took me quite a long time to figure it out. Take these medicines, for instance. There's not a very big stock of them, and the cost of the whole lot doesn't amount to anything to speak of, yet I don't think that there is anything that my customers, and they are mostly farmers, would be likely to need in a hurry that is not there. I look at it this way. In the city there is a drug store on almost every corner; that means in the first place that there must be money in drugs; it means, too, that if a person is not feeling well, or cuts a finger, or has any sort of a cut or bruise or strain, why here is an agency ready to serve them, there is a doctor, possibly two of them, next door to take care of their most serious ills.

Now look at my people. They have to be pretty sick before they call in a doctor. You see the doctor has to drive six miles. There isn't a drug store nearer than that, either. Now, am I to throw

away this good business, fail in giving by own people good service, and incidentally by so doing give the glad hand to the mail order house and tell them to walk right into my territory and make themselves at home. I judged the answer to be no.''

Using the Drummer As An Assistant

''Of course, this drug business was a little different from other things. I couldn't get the things I wanted from the travelers who visited me regularly, and anyway I didn't just know what I did want. I talked it over with one of the travelers and he said he'd look into the matter for me. Well, it wasn't more than a week before another traveler tumbled out of a rig at my door and said he'd come to start me in the drug business. He told me that one of the boys had explained to him the way I was figuring things, and he wanted to see if he could help me out and at the same time pick up a customer for himself. I told him what I wanted, as near as I could. A line of good standard remedies that I could honestly say were good for something—a good stock of liniments and washes, a little bit of ''first aid'' stuff and some toilet sudries. Well that boy put a lot of time on that list. He went over his list as though he were choosing all those medicines for his own personal use. Well, that's the lot there. It isn't much changed since I bought it, in variety, I mean, though it has been turned over a good many times. It's been a good money maker for me, too. You'd be surprised how much of this stuff the farmer uses.''

Well, that is the gist of one general merchant's ideas regarding standard remedies. Perhaps you might add to this the suggestion of a prominent display case. Drugs are a thing that naturally lend themesleves to display, and yet hardly if ever are they to be seen in the general store. The darkest corner seems usually to be reserved for them; perhaps this is the reason that so many dealers fail to see in them a paying line. An attractive show case, not necessarily made for the purpose, but one that will serve to display a fairly varied line of these goods, set well to the front of the store where the customer cannot fail to see it, will result in a very decided increase in sales, will show a very comforting net balance for the small outlay required, and in all probability will serve to retain a balance of trade that should prove quite an item on the year's business.

Handling All the Farmer's Produce

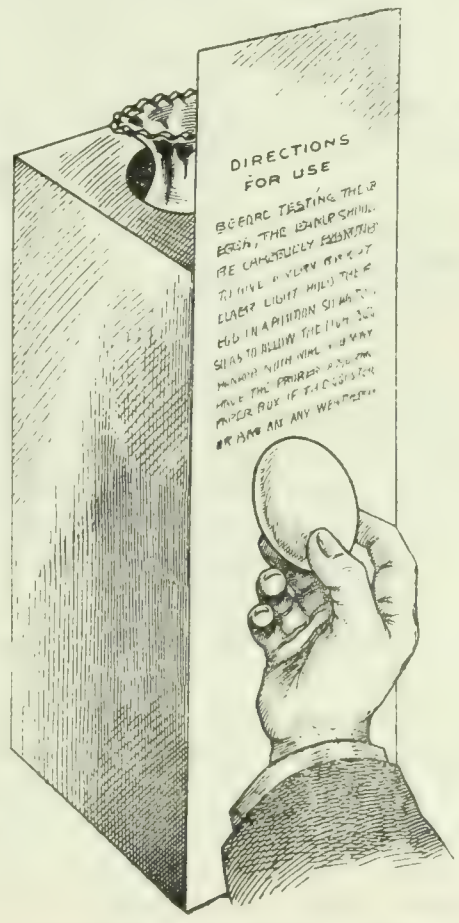
Whatever the Farmer Has Can Be Sold at Some Price — How a Gananoque Merchant Has Built Up a Thriving Business on a Principle of Buying Everything That is Offered.

THERE is a vast diversity of opinion among general merchants as to the advisability of buying the farmers' produce. Some refuse entirely to do so claiming that the chances of buying inferior goods are so great, the difficulties of disposal so numerous, and the general difficulties in the path of such buying so extensive that it is better to take the chance of offending some customers, or driving them to some competitor rather than buy their goods.

Is Buying Produce a Necessity

On the other hand there are those who contend that unless a general merchant is willing to do this business even if it is done at a loss he had better be out of business.

But there is still another class—those who see in this mutual interchange of business a wide opening for successful co-operation. To this latter class belongs W. G. Rogers of Gananoque, Ont. In fact he is an enthusiastic exponent of the advantages of the system. Mr. Rogers has two fine stores in Gananoque, a grocery and provision store, with rather a wider range of goods than is usually carried in such stores, and across the road a butcher store. With these two stores behind him he works his system, which is to buy everything that is offered, paying for it in cash if desired, or otherwise in trade.



A paste-board egg-candling device given free to merchants by Agricultural Department, Dominion Government, for distribution among farmers.

A CANADIAN GROCER representative stopping at Mr. Rogers store some time ago noticed a number of Red Fox skins hanging at the door and in enquiring about them was told of Mr. Rogers particular item of business faith.

Buying Everything Offered

''I buy everything'', said Mr. Rogers, ''every single thing that the farmer has for sale I buy. Now for instance there is no very great demand for Red Fox skins just now, but I can get some sort of a sale for them, and I've done a man a favor in buying them which he probably wont forget when he comes to town to buy his supplies. That has been my principle anyway, to buy anything. Now and then you may lose a little money, but then there are times when you make it and at the worst the deal will break even, and all the time I have that man's trade. I tell you, you can't beat this system for advertising anyway. Now for instance, I spend a good deal of time out through the country buying cattle. Well you can't and the people, not only the men, but ute. You are around for quite a while and the people, not only the man, but the women folk get to know you. When they come to town it's a natural thing for them to drop into the store of the man they know to do their shopping. Then whenever they have something to sell. It may be eggs or butter or chickens, a pig, or fox skins like those you see, they know that I will buy it if anyone will, so they come to my stores. I pay very little cash for these goods. They usually take the value out in trade, so even if I should make nothing on the goods I buy, I have at least my profit on the goods I sell.

I don't pretend though to do this sort of business just out of good heartedness. It pays me to do it. I have found a lot of channels for disposing of all kinds of goods and it must be an unusual sort of thing that I have to buy if I don't just know where to place it, and place it, too, at a reasonable profit.

Yes, I have built up my business, on going after the farmers' trade, and all his trade. A good many dealers think it is sufficient to supply the farmer with the thing he needs. My way of looking at it is that it is good business to go a little farther and take from him the thing he does not need as well. I'm not laying this down as a general plan, I am merely stating that I have tried it out in actual experience for a number of years, and it has proved successful with me.''

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address; Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, DECEMBER 22, 1916** **No. 51**

EDITORIAL NOTES

THE TURKEY seems to be taking its place along with the Dove of Peace as one of the almost extinct species.

* * *

HAMILTON bakers have dropped the price of bread from 9 to 7 cents a loaf. What has brought them to the penitent bench we wonder?

* * *

A REPORT has it that Oleo margarine is being sold in Ottawa right under the noses of the wise old Solomons who branded it as an "undesirable citizen."

* * *

TORONTO going into the bread business, so they say, Montreal into produce, Winnipeg running a dairy. We are surely becoming a mercantile nation.

* * *

THE FIRST strawberry has appeared on the market. They are not likely to have a very disturbing effect on the fruit market in general. These Florida beauties are selling at $1.00 per quart.

* * *

THE RAIN falls on the just and the unjust alike we are told. It does not do either of them any particular harm but when it decides to fall on the young Turkeys why it causes an infant mortality that is horrifying.

* * *

HORSE meat is reported to be one of the real luxuries of the Berlin menu. The Kaiser evidently made a mistake in setting the date for his Christmas dinner in Paris so early. He might have a better appetite for Parisian delicacies now.

* * *

MAYOR MARTIN of Montreal, in one of his periodic bursts of genius, urges the city to expend $250,000 to get into the produce business. The city fathers evidently don't fancy themselves in the role of storekeepers. They have not taken to the suggestion with enthusiasm.

* * *

SPEAKING of turkeys reminds us that some newspapers are buoying themselves up with hopes that they may yet have a good old-fashioned Christmas dinner. They say that the produce men are getting nervous over their holdings of turkeys. Latest reports say that the price is 45 cents a pound.

* * *

THE *Canadian Gazette* of Dec. 9 notes the appointment of Frederick Ernest Harrison of Calgary by the Governor-General to enquire into the retail and wholesale prices of food and coal and clothing at Fernie, B.C., and also at Lethbridge and Calgary, Alta. This is Canada's first officially appointed food dictator.

* * *

THERE is a spirited dispute on between the Milk retailers of Toronto, and the Milk Producers' Association who supply these retailers. The contention is over a demand for 50 cent increase per gallon on the part of the producers. The retailers claim that the public will not pay more. The gist of the producers' argument is that the cow will not take less, and is going out of business because milk producing is unprofitable. Which is the firmest minded we wonder—the public or the cow?

MISLEADING IMPUTATIONS

IN a recent issue of the Toronto *Globe* this heading appears "Peterboro Man Dies After Eating Oysters." That may have been a catchy heading, and doubtless the man who wrote it thought that it hit off the item to a nicety. There was this much truth behind the item that a man had eaten oysters

and had died, the imputation that there was any connection between the two circumstances is far to seek. Millions of people have been eating oysters for any number of years, also millions of people have been dying, but no one before has ever thought of associating the two circumstances. Yet this thoughtless little paragraph has so associated them in imputation. Unquestionably many people reading this item will so interpret it, and will believe it for the innocent belief in the infallibility of the press is still a matter to marvel at. And so without any malicious intention a hurried editor has been the means in some degree, at least, of discrediting a justly reputable and advantageous business. Once more we note the danger that lies in statement unbacked by intelligent investigation.

THE MENACE IN MISINFORMATION

SPEAKING of War Protfis, the Toronto *World* remarks:—

"The great mass of the people are poorer since the war began on account of the rise in prices. The middlemen and the traders who are pocketing the differences in prices are not the noblest types in the country to-day."

Why these needless and unjustifiable slurs. The great mass of people who are poorer since the war began includes practically all the middlemen and traders of whom *The World* speaks so slightingly. Somebody must always be the scapegoat and the retailer and wholesaler has been cast for the part by practically all the newspapers of the country. These moulders of public opinion have done their moulding well, they have led the public to look on the tradesman as a conscienceless pirate. That all their charges have been baseless, founded on prejudice and ignorance goes without saying. In no single instance have the charges that the newspapers in all parts of the country have been making proved to have been founded on any sound basis of fact.

On the same date that this little item appeared in *The World* Dr. Hastings reported to the Board of Control the result of his investigations in to the supplies of necessities held by dealers in Toronto. The report definitely stamps as baseless the numerous charges that have been made in the public press of undue withholding of food products and of exorbitant profits. There was a tremendous furor some little time ago about the combine to boost potato prices. Enterprising reporters were indefatigable in wandering around counting cars of potatoes. They gathered an enormous amount of information that was not so. Here is the rebuttal in the report of Dr. Hastings. "The stock of potatoes held in Toronto was investigated and found not to be excessive. The net profit to the wholesale potato dealer varied from 7.6 to 18.3 per cent. The onion situation was investigated with similar results."

Milk dealers have been reported to be in unholy combine to keep the price of milk at a high level. Dr. Hasting's report continues. "The average net profit for ten dairies on milk sold by the bottle was 5.79 per cent., this percentage was lowered by large lots delivered at special prices." Is this an exorbitant profit? The holdings of meat were large but not considered excessive the numerous different holders making it impossible to arrive at a definite basis of profit. It may seem a light thing to set these canards into circulation, they make a good newspaper story. Newspaper readers can hardly get too much of this kind of thing, so without respect to the truth or falsity of the report the daily press gives to the public what it wants.

There can be but one manifest effect of this kind of thing, the undermining of the public confidence in the accepted channels of trade. And anything that undermines the public confidence in times like these is doing an immeasureable injury to that same public. Reports such as these rarely if ever stop even at the state of misinformation in which they were born. We wonder if some of the editors of this and similar paragraphs, have ever read Kipling's entertaining little story, "The Track of a Lie." It is an illuminating sidelight on the omniscience of misinformation.

THE RESPONSIBILITY FOR ADULTERATION

SOME interesting facts are brought to light in the Inland Revenue Department's Bulletin on Maple Syrup.

Of 209 samples examined by the Dominion Analyst 162 were proved to be all that the act governing the sale of maple syrup requires. Six samples were so close to the requirements, that though there was a suspicion that an attempt had been made to infringe the law, they were allowed to pass as pure. The balance or 41 samples were found to be adulterated. The main adulteration was the introduction of cane sugar syrup.

This examination shows that about 80 per cent. of the product sold as maple syrup is of established purity. There is no indication that the adulterated article is in any way injurious to health. It may be a perfectly nutritious article and it is only that it is a misrepresentation that causes it to come under the ban. No adulteration of maple syrup, no matter how nutritive the product may be can be sold under the word maple.

There is another interesting fact to be noted in connection with this investigation. That is that practically all the samples of adulterated articles were the product of certain manufacturers. Where the syrup was received direct from the producers in the bulk of the cases it was found to be absolutely pure. It is therefore to be noted that the harm that is being done to the product is not the result of unscrupulous producers, but of parties who adulterate the purchased article for their own gain. The lesson is obvious.

Better Roads Will Increase Trade

Deputy Minister of Highways Asserts Good Roads Are Essential to Intensive Farming —Farm Lands Will be Occupied With More People and This Would Bring More People Past the Merchant's Place of Business.

"GOOD roads will mean more intensive farming. Greater production will result. Where farms are now in two hundred acres and one hundred and fifty acres and one hundred acres there will be smaller divisions. With good roads and a higher state of production possible, these same tracts would probably be cut up into ten, twenty, thirty or fifty-acre farms. Each farm would have its one or more families. The population of the country districts would be greatly increased. This could not help but benefit the merchant in the small town. Population would be brought to his very door almost. If he is progressive he should be able to capture a goodly share of this additional trade. Good roads make the town more accessible to the farming community and there should be definite results in the way of increased trade," stated W. A. McLean, Deputy Minister of Highways of the Province of Ontario to CANADIAN GROCER.

"For the larger marketing centres there is of course an added advantage. In suburban districts, that is in districts adjoining cities the population is usually more dense than that found in country districts adjoining smaller places. In the districts adjoining Toronto where there are good communicating roads the population is more dense on the farming areas than where there are poor roads. Trade or business follows population. That is something that is axiomatic—it is plainly evident. On different sides of the same street more business is done because the people favor one side more than the other. Trade comes to those business concerns located on the favorable side because they are in the path of the people. In Toronto the west side of Yonge Street is the one with the greater number of people. Business concerns located on that side of the street are considered to have a better location. And accordingly higher rentals and a higher valuation is placed on property on that side of the street.

"The same holds true with respect to the rural community. If you bring a greater number of people into the district there is bound to be a larger number within range of the merchant's store. The more people that pass his store the greater chance he has of increasing his trade," said Mr. McLean. Mr. McLean has spent quite a number of years in the service of the province of Ontario in an endeavor to make good roads more popular. There can be no doubt about there being a growing sentiment toward this end. A distinguished statesman in the United States said: "You cannot increase the prosperity of the country as a whole without increasing its highway facilities." Highly productive farms can never be made profitable adjoining poor roads, and the first agency towards increasing the prosperity of the farmer is to create the cheapest outlet for his products to the market.

Mr. McLean gave a concrete instance of the way good roads have benefited certain small towns. In that part of Ontario adjoining the United States along the Detroit River there are a number of small towns that have benefited greatly because motorists have found that they make pleasant rides in their motor cars. The towns of Blenheim and Leamington are two in particular. At these places the motorists found good accommodation in the shape of hotels. Demands on the farming community of the districts for supplies for the hotels became greater. More money was put into circulation in that community and the storekeepers in turn reaped a benefit both through the prosperity that came to the farming community and because the motorists themselves spent money in the town.

What Increase of Farming Community Means

In a recent report of the Highways Commission of Ontario the significance of the rural trade is pointed out in the matter of dollars and cents. They say: "Let us look more closely at the relation between the city and the farmer. First of all there is the very plain fact that the farmer is a large consumer of manufacturers which do much to maintain the cities. In the Dominion in 1911 the following articles which depend almost wholly upon the rural districts for their market were manufactured:

Agricultural implements	$19,115,894
Axes and tools	1,841,143
Carriages and wagons	7,920,567
Carriage and wagon materials	2,865,618
Cream separators	632,256
Harness and saddlery	1,971,162
Incubators	154,550
Pumps and windmills	1,361,046
Seed cleaning and preparing	1,484,485
Whips	123,500
Wire fencing	2,170,844
	$39,641,065

"And of course these give but the merest glimpse of the purchases by country from town. But this consideration only opens the subject. The city has a stake in agriculture in the matter of local trade or shopping and, in regard to its food supply. Around every city extends a belt of farming country which is in peculiarly intimate relations with it. Much

Gravel Road. This road, carrying 1,500 motor vehicl es daily, is treated with a light bituminous oil, carrying 40 per cent. asphalt.

of the food consumed in the city comes from that belt, the men who grow that food are customers of the city's merchants and swell its trade It is not easy to estimate the width of this belt within which relations are especially intimate, but under present conditions, your commissioners are disposed to regard it as about seven miles.

"On the basis of the present average value per acre of farm produce in Ontario the adoption of improved methods of production within the area bounded by a circle seven miles from the market centre would result in an increase in the value of agricultural products within that area amounting to over $1,400,000 annually. Such an increase would give a tremendous impetus to the activities of every business in the city. What centre would not do its utmost to secure the location within its bounds of an industry bringing $1,400,000 annually into the community? Cities have practiced the bonusing of other industries contributing in various degrees to their growth. They would do well to recognize the fact that the farmer is an integral part of their life, and to make the adjacent farming community one of their assets."

The town of Belleville, is one which has recognized the value of good roads as an aid to trade. John Elliott, president of the local Board of Trade of that city, said: "We of the Belleville Board of Trade have discussed this matter a great deal. We feel the welfare of this city, to a large extent, depends on the avenues of trade furnished us by way of good roads, to enable our friends to come a distance of thirty miles to our market. The Belleville market is well known, one of the best in the province. We have farmers coming here over thirty miles on Saturday mornings. We feel the welfare of the city is bound up in transportation. We require a greater amount of food to reduce the high cost of living in this city. We want to have the greatest number by giving us good roads, where we can give the farmers twenty-five or thirty-five miles from Belleville, an opportunity to market their product along the same lines as those who live within a radius of ten or twelve miles from the city."

Macadamized Road in Winchester, Ontario.

The benefit to merchants of good roads cannot be disputed. Anything that will increase the population of a district, make it wealthier and a more pleasant place in which to live is going to result in very material benfits for the merchants of that community.

Tobacco Business in the Country Store

How Conditions Have Played Into the Hands of the Country Storekeeper, Giving Him an Unusual Opportunity—How Featuring This Business May Result in Drawing Men to the Store—One Dealer's Experience.

WITH the closing of the bars in Ontario and the curtailment of the sale in many other centres, what has been considered up to the present to be one of the chief markets for cigars, was summarily cut off. That cigar makers expect this curtailment to affect their business disadvantageously is evidenced by the fact that many in their yearly statements of profits have written off a certain percentage of profit to cover the probable falling off in the revenue for succeeding years.

Now while it may be true that a good many men who drink may also be smokers, that is about as far as any association of the bar and the cigar trade can be carried. There is a vast army of smokers who never darken the door of a bar. When you add to this army the casual or habitual attendants on the bar. it is evident that there is a market in the tobacco business in general, waiting for somebody. This appears to be the opportunity of the general store. In the cities the advantage to be gained is not so obvious. Here there are cigar stores already well established who have made preparation to meet the increasing demand. Many city stores, too, have already seen the advantage to be gained and have long ago gone into this department with enthusiasm, and have a showing of cigars and tobaccos that would do credit to any tobacconist.

Now, if this is a profitable line in the city where there are so many agents engaged in the handling of these commodities, should it not be doubly so in the country where the general store has the field to itself. Even in the larger towns the tobacconist shop is only beginning to make its appearance and up to the present the bar has held almost undisputed sway.

Of course, most general stores have handled perhaps one or two lines of plug tobaccos and perhaps a box of five cent cigars, but there has been no attempt to enlarge the field and no effort to prove that there were possibilities in this line that had not yet been plumbed. Now, however, conditions have changed. The man who used to go to town and spend at least a part of his time about the hotel, has no longer any particular inducement to do so. There is not now the bar as a social centre, and more than that, there is not the gathering of cronies that used to make the hotel lounging room a paradise of blue smoke. Unquestionably these circumstances have changed to a great extent the tobacco industry in the country, and the opportunity is standing open-armed waiting for some inducement to lead it your way.

The country store, next to the hotel, has been the general rendezvous of the men, and it would take little inducement to swing the extra business that used to be done over the bar into the store's coffers. But this will require a certain amount of encouragement. If a man feels that if he goes to your store to buy tobacco he must perforce buy one particu-

lar brand which he does not like, there will be little inducement to make your store his tobacco headquarters. If, on the other hand he sees a nice selection of cigars, and a cheerful array of different varieties of tobacco, he will unquestionably write you down as progressive and the tendency will be to make him a firmer adherent to the store. It is a peculiar attribute of mankind that a well chosen and ample stock of this kind of goods is more likely to attract him than the most complete display of more standard lines. Most people judge of a store by the luxuries it handles, even if they don't use them, rather than by the necessities.

There is nothing much easier to handle than tobacco. A comparatively small show case will be sufficient to display a very fair stock of these goods. This show case should, where possible, be of glass with a door in the back through which the goods may be reached. If a spare case is not available one could readily be made by any carpenter. The only requisites are that it should be as air tight as possible and should readily display all the goods. This will serve as a cigar counter, the boxes even opened under this case will not suffer any deterioration, especially if a wet sponge is kept in the case. Behind this, where possible, there might be an air tight shelf, also with glass doors, where possible. In this, tobacco and pipes may be displayed, the rich colors of the boxes give a note of warmth to any store. This arrangement that was given a prominent place in a store recently visited was a marvellous improvement on the small jumbled dusty stock that so often greets the eye in many general stores.

Does it pay? Well, this merchant found that it did, and paid remarkably well, not only in the actual amount of these sales made but in the effect it had on the men buyers. As the dealer said The farmer usually stands at the door keeping one eye on the horses and one eye on the wife. Not that either of them need attention, but that is the attitude that has become a habit with him and naturally he is not apt to be too patient in waiting for the wife to finish her purchasing. Now, this tobacco counter attracts the man away from the door; that's one step in advance; he isn't so generally restless, and probably he will make a purchase of tobacco for himself; that makes him look with a more lenient eye on any little purchases that his wife may make for herself, so you see that this little display has not only made a sale itself but has been an encouragement and probably a means of increase of another sale, and has tended to make the store more attractive to two customers. The man because he is interested, and the woman because she is not hurried.

Some dealers are doing a good deal to encourage this trade. Of course it would be the worst possible policy to turn the store into a smoking room, but several dealers have fitted up part of the back store into an attractive little smoking room, where a man and his friends may foregather. This has proved very popular indeed, as it provides the necessary meeting ground for men whose social intercourse is of necessity limited.

It would appear that the tobacco department is one of the best of the opportunities at present presented to the general store.

The Food Situation in the Maritimes

Agitation Over High Cost of Living Leads to Boycott on Milk in St. John's, N.B.—The Wholesalers Issue a Statement as to Prices

THE cost of food products has become one of the chief subjects of discussion in St. John and the agitation has resulted in official action by the City Council. The first step has been taken by the Council, under the recent Dominion Order-in-Council, by declaring their conviction that the price of milk, at ten cents a quart, is excessive and unreasonable. A list of questions regarding the cost of production and distribution has been sent to the leading milk dealers with instructions to submit sworn statements in answer, and it is the intention of the Council to carry through the investigation until either the reasonableness of the charge is proven or action is taken by the Dominion Government.

Part of the agitation against the price of this particular product has taken the form of a boycott. Representative women's organizations, such as the Women's Council, the Daughters of the Empire, and the King's Daughters' Guild, have agreed to do what they can to lessen the use of ice cream and thus increase the available milk supply, and to reduce the use of milk until the price is lowered. They also have put themselves on record as willing to co-operate in any other steps which may be taken to combat the high cost of food products.

In answer to this agitation the St. John Board of Trade has gone on record in expressing the belief that the increased cost of living is due to uncontrollable causes arising from the war. The resolution, which was presented at the annual meeting of the Board this week by A. H. Wetmore, of Puddington, Wetmore, Morrison, Ltd., wholesale grocers, and adopted by the Board, is as follows:

"Resolved that this Board is of the opinion that the high cost of living which is now disturbing the people of Canada is not properly chargeable against the business or farming interest of the country, but that it is due largely to the uncontrollable causes arising from the present great world war, chiefly to the withdrawal of large numbers of men from productive pursuits and to the extraordinary demand that the feeding and maintenance of the Allied troops has made upon the food supply of the world. Since these demands must increase rather than diminish as the war progresses and the number of soldiers is multiplied, and since the necessities of the men who are fighting our battles is paramount, we must learn to bear with patience whatever sacrifice it entails, exercising in our individual affairs a prudent economy, conserving our resources to the fullest extent and eliminating all needless waste.

"Where it can be established that combines have been formed in any community to extort excessive profits from the public, the severest penalty should be meted out to such offenders."

DON'T forget the Christmas Window Dressing Contest. The time is almost up, and it behooves you to get your photos taken promptly.

Remember that these should be mailed before December 31.

Don't let the rush of Christmas business make you forget this important item. It is expected that this contest will be one of the best that we have ever held.

A CHANGE OF MANAGEMENT IN THE BATTLE CREEK TOASTED CORN FLAKE CO.

Robert Wallace, who for a number of years has been manager and secretary-treasurer of the Battle Creek Toasted Corn Flake Company, of London, Ont., has severed his connection with that firm, his resignation to take place at the close of the coming year. Mr. Wallace has held the position of manager of the company ever since its inception in 1906, and throughout the trade generally he has gained a vast number of friends, who will wish him all success in any new venture which he may undertake. Mr. Wallace will be succeeded by R. K. Mc Intosh, who has wide connections with the grocery trade of the Dominion.

Waste Paper as a Financial Asset

How the Saving of Waste Paper May be Made Distinctly Profitable — Its Method of Grading and Shipment—How the Most Satisfactory Results May be Obtained—A Protection Against the Menace of Fire.

ALMOST daily reports are being received of newspapers cutting down their pages, or in some instances, temporarily discontinuing publication, through the inability to get their accustomed supply of paper. The raw material from which this news print is made is unusually scarce, and consequently even the greatly enhanced prices that are being paid by all users of paper are not sufficient to in all instances assure them of a sufficient supply.

So serious has this shortage become that the Dominion Department of Trade and Commerce has issued the circular urging the conservation of these waste products.

It would appear, therefore, that the saving of available supplies of paper is a patriotic duty, as well as being of actual value to the individual saving.

How It Pays to Save Paper

In what does this value to the individual consist? Well, to begin with, paper, even waste paper, is a valuable commodity this year. The waste paper that you spend so much time in destroying has an actual cash value, and a very considerable value of recent date. Then there is to be considered the actual saving of time it takes, because paper cannot be gathered up and burnt without a very considerable expenditure of time and energy. One paper authority estimates that the paper that is wasted by the average merchant has an actúal cash value to him of over $100, while the time wasted in cleaning up and disposing of this waste causes a loss of upwards of $200 annually. In addition to this, waste paper is the greatest fire menace there is; it cannot be left around even for a night without proving a very serious danger.

Baled Paper Not a Fire Menace

How will the saving of paper prevent this? Well, there are a number of good paper balers on the market and these are being used extensively, and have proved of great value, and not the least of their value is the protection that they give against fire. It is not always possible to dispose of this baled paper immediately after baling, and some people have held that it continues to be a menace. This is not the case, however. Paper that is one of the most inflammable of materials in its loose state becomes practically unburnable when tightly baled. Even if the edges should catch fire the smoke this would generate would itself put out the fire almost as soon as it had started.

Some Practical Questions Answered

What is this paper worth, and where can we dispose of it, and how should it be shipped? are some of the practical questions that are continually being asked. First, then, as to how paper should be prepared. A man who is baling paper for sale should make three grades:

1. Magazines and books and all bond papers. This raw material is used in making the better grades of papers and consequently it brings a better price. This grade is worth $25 a ton.
2. Newspapers.
3. Scrap paper. This consists of everything in the paper line—torn newspapers, wrapping paper, contents of waste baskets, cardboard—in fact, anything that resembles paper. These two last grades are at present selling at $13 a ton, though, as a rule, there is about $3 difference in price favoring the second grade.

Handle Waste String Separately

In this connection there is a caution that might be added. Do not include string or any type of cord in any of these grades of paper. String has to be sorted out and entails a good deal of loss of time. Not that it is not saleable, for it is worth $30 a ton, or 1½c a pound.

The method of shipment is a matter of great importance, and it is here that most merchants meet the greatest difficulty. They don't know where to ship the paper when it has been collected and

(Continued on page 36.)

PLEASE POST IN A CONSPICUOUS PLACE

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA, CANADA

SHORTAGE OF PAPER MATERIAL

SAVE YOUR WASTE PAPER AND RAGS

The attention of the Department of Trade and Commerce has been called to the fact that there is a serious shortage in Canada of raw material for the manufacture of paper, including rags and old papers.

A very large quantity of different kinds of paper and paper-board is manufactured every day in Canada and a large proportion of this, after it has served its purpose, could be used over again in making some class of paper. Much of it, however, is either burned or otherwise wasted, and has to be replaced by new raw material.

It is of great importance now that this waste should be stopped and that the saved material should be used to reproduce first supplies. In this way new raw material could be conserved and substantial sums realized from otherwise wasted material.

The Department of Trade and Commerce is glad to bring this matter to the careful attention of the public. A little attention to the saving of rags and old papers will mean genuine relief to our paper industry and a diminishing drain upon our sources of supply for new materials.

The rags and paper thus saved can be readily disposed of through the usual channels of collectors and dealers in these articles, and through the industrial department of the Salvation Army in the principal cities.

GEORGE E. FOSTER,
Minister of Trade and Commerce

Specimen of the Government bulletin concerning Waste Paper.

Fire Losses in Relation to Rising Prices

Merchants Should Be Careful to Increase Fire Insurance Policies to Cover Advances in Value of Stocks—Inventory at Cost Price Will Not Prejudice Store in Case of Fire—Replacement Value Governs

THE increased values that have come automatically to goods upon the shelves of many grocers during the past six months or one year raise two important questions that the merchant should consider carefully at this time in relation to the insurance of his goods against loss by fire. Failure to do so may result in a serious and unexpected loss.

Is a Double Inventory Needed?

The first question that arises is, whether a merchant will prejudice himself with the fire insurance adjusters if he presents to them an inventory of goods taken at a value far below their present wholesale price, in place of one in which the goods are figured as worth the cost of replacing them. One merchant suggested to CANADIAN GROCERY that it would be advisable to prepare two inventory statements—one for his own use with the goods inventoried at the lower figures, and the other with goods taken in at present wholesale prices. He thought that the latter was the only way in which to guarantee to him a fair settlement in case of fire.

Losses Adjusted on Present Values

This fear, however, is unfounded. CANADIAN GROCER discussed this question with a number of fire insurance adjusters as well as managers of fire insurance companies, and all were agreed that a settlement for a loss by fire would in every case be established on the basis of what it would cost to replace the goods at the time they were destroyed. In other words, the inventory would be accepted by them at what we might call a "catalogue" of the goods that were in stock, but the price that they would allow for that section that was burned would be determined not necessarily by the merchant's own figure, but by what they were satisfied would be the cost of restoring the goods to him again. Thus a merchant, by preparing the "lower" inventory, can keep to safe business principles, and at the same time suffer no loss thereby in case of fire.

"We settle our fire claims in such cases," said one of the best known adjusters in Canada, "on the basis of the market value of the goods at the time they were destroyed—that is, the cost of replacement, not the figures set down in the inventory of the merchant. Frequently, indeed, we find the valuation of the merchant is too high, because he makes no allowance for the depreciation of stock, owing to it being shop worn, for instance. Then there are goods that are to a certain extent out of date or out of season, although these are found more in a dry goods store than in a hardware, and in these cases, of course, the merchant must cut down the original value of the article to make allowance for its lessened value—and if he hasn't, we do it for him. At the present time, of course, there is not the same need for depreciation, for, as you say, a great many of the goods have increased in price, and of this all fire adjusters are well aware."

Let us state the case in the manner in which it was presented to a well known business expert: "If retail merchants inventoried merchandise at the cost price when market prices at the time of the inventory were much higher, would they be at a disadvantage in the event of a fire in being compelled to produce the last inventory, and would the prices on it be taken as a basis of adjustment of fire loss rather than the market price?"

The Cost of Replacing

To this his reply was: "Insurance authorities assure us that the basis on which the adjustment of a claim would be made would be the actual cash value of the property at the time any loss or damage occurred, not exceeding what it would then cost to replace with property of like kind and value."

He added: "The actual cash value may be the market price, or it may be subject to depreciation for the difference between old and new property or other causes. In the settlement of a loss, the question of the first cost of the property has little to do with it, the insurer being entitled to collect on the basis of the actual cash value on the day of the fire and he should keep his insurance up to such percentage of the actual value as will comply with the full insurance conditions expressed in fire insurance policy."

How Co-Insurance Clause Works

This last clause suggests another important subject—the outcome of the former, and affects those that have the 80 per cent.—as it usually is now—co-insurance clause in force. This, to put it briefly, means that the merchant agrees that he will keep his stock insured up to 80 per cent. of the real value of his goods.

Suppose that under normal conditions the value of a stock was $10,000, and if he was insured for 80 per cent. or $8,000. Then the value, owing to the present abnormal market conditions, goes up to $15,000, to use a simple example, although this would not be the average increase. In order to comply with the co-insurance clause, he should have his goods insured for 80 per cent. of the $15,000 or $12,000. What if he fails to do this? Should the fire destroy his full stock he would get the $8,000; but in this case he would lose the difference between $8,000 and $15,000, or $7,000. Had he insured up to the $12,000 he would have lost only $3,000. This point he meets by saying, of course, that it is very seldom a total loss occurs.

Loses Heavily on Partial Destruction

But he stands to lose heavily if only a partial loss occurs. Suppose his loss is only $5,000; in that case he would not get the whole of this amount even if he were insured for the $8,000. The insurance companies would take the stand that he insured only for $8,000 instead of $12,000—that is, for eighty one-hundred and twentieths, or two-thirds of what he should have insured for. He violated his agreement to this extent, and, therefore, they would pay him only eighty one-hundred-and-twentieths of the $5,000, or two-thirds.

Buildings Also May Need More

It should be noted that the co-insurance clause is interpreted by the insurance companies, not on the valuation by the merchant, but on the cash value of the goods or property at the time of the fire, so that the insured, if he cannot show that he has increased his policy to keep pace with the increase in the real value of the merchandise, will be penalized.

This point applies as much to his property in the way of buildings and equipment as to merchandise that is for sale. One of the leading fire insurance brokerage firms in Canada are sending out warnings to their clients urging that in view of the increased cost of building that it would be well for them to consider whether it would not be advisable for them to add to their policies to cover the increase in the value of their own building, and great many are responding. Ordinarily, of course, a building depreciates year after year, but not at the present time.

How Co-Insurance Loss Works Out

The secretary-treasurer of several wholesale dealers associations of the United States, in a statement that he has just issued bearing on this point, thus

illustrates the actual loss on merchandise owing to a failure to appreciate this point:

Example.

A stock of merchandise inventories at actual cost price	$100,000.00
And is insured under 80+—Co-in-insurance clause at	80,000.00
And market value increases to.....	140,000.00
And amount of insurance is not increased and a loss occurs amounting to	20,000.00
The assured should have increased his insurance to 80+ of the increased valuation, $140,000, which 80+ is	112,000.00
Therefore having failed to do this he receives 80-112 of his claim of $20,000 or	14,285.71
Incurring a loss of	5,714.29

"In view of the foregoing," he adds, "it will be the part of wisdom to watch insurance protection closely so that the amount of insurance carried affords protection to the stock at its cash value, which is the cost of replacement with like merchandise at the time of loss. Those who do not increase the amount of fire insurance in keeping with the increasing values are liable to be compelled to bear a portion of any fire loss at the time of an adjustment of claim under insurance policies containing the co-insurance clause."

Taking Inventory at Original Cost

"Playing Safe" This Year in Spite of Advances in Goods You Are Carrying—"Real Estate" vs. "Bank" Profits—Preparing for a Declining Market.

AMONG a large class of merchants the problem of taking the Annual Inventory looms up as a puzzling proposition this year owing to the heavy advances that have taken place in the markets during the past six months or a year. The domestic experiences of the grocer will have made it clear to him that in certain lines of dry goods, serges, for instance, prices since the war opened have gone up fully 100 per cent. More moderate, but still heavy, have been the increases in scores of other lines. So in the case of grocery stocks. The hundred per cent. advances have been quite common.

Under these conditions these merchants have been faced by the temptation to take in their stock at an increase over the original cost, arguing that it would be worth more than it cost owing to the appreciation that had taken place. But wiser counsels have prevailed in the majority of cases, we understand. The dry goods men, wholesale as well as retail, are planning to use the original cost as the basis for valuation, while it has been suggested that the grocery merchants take in the goods at the latest cost price, and then make a deduction from that to cover the appreciation of the stock that has taken place since it was purchased.

Where Market Shows Frequent Changes

The analogy of the grocery merchant is nearer that of the hardware than the dry goods men. The latter nearly always mark the cost of price on every article, and very often know just when this was bought. Nor are there regular price lists as in the case of groceries and hardware, with a few exceptions. In some of the latter lines prices have changed half a dozen or more times in six months. This makes it more difficult for the merchant to keep track of the original cost, say of his sugar, or his potatoes, as the old stocks are mixed in with the new when the latter arrive. So with flour, canned goods, and many other lines.

No Real "Profits" Before Sales

After all, however, the principle underlying the valuation of the stock for the annual inventory should be the same. We do not believe that the grocer, any more than the other two classes of merchants, should make any allowance for the increase in the market prices of the goods from the time he bought them until stock taking. As a matter of fact he doesn't make his profit until he sells the goods. On the other hand the market may be up now but drop by the time the goods are sold. Wherein then does the profit lie? Taking profits before you actually make them is like counting those "chickens" before they are out of the shell. In fact, unknown to you, you may not get as near to those "chickens" as the putting of the eggs in the incubator, or under the Leghorn hen. Indeed, they may be smashed before they are taken out of the basket.

Real Estate Profit (?) of $2,500

"This figuring on profits before you get them," said a successful merchant, "reminds me of an acquaintance of mine some time ago. He had bought 100 feet of land and had paid $50 a foot for it. Soon after, the lot next to it sold for $75, and he triumphantly said to me, 'I've just made a profit of $2,500 on that land of mine, don't you see?' I did not, but he went on figuring out his profit that way. Some time later I came across him and jokingly asked him how he was getting along with that 'profit' of $2,500 that he had cleared on that land. 'Oh,' he said, rather sadly, 'that wasn't profit after all; I couldn't sell my land to-day even for what I paid for it.'"

"No," continued the merchant, "it never has seemed to me a safe business proposition to figure profits until they were ready to place in the bank.

When Steel Tumbled 26 Points

"Now let us look at that argument about the 'real' value of the goods. How long do we know that prices will keep up? One of the best illustrations we could have had of the uncertainty of the 'war' markets in spite of the theories based on war, was what happened on the day of the announcement by the German Chancellor of preposterous terms of peace. Bethlehem Steel took a drop of 26 points. Imagine what would have happened to the market if there had been any real basis behind the talk of peace. Imagine what will happen when there is a real basis.

"And we must remember that the stock and the steel markets are the two best barometers we have as to prices, not infallible, but the best available. The price of steel determines in the main the price of food and of cotton. For the war will be won by steel.

"That is the way I feel when a merchant tells me that he has made $50,000 simply by holding on to his stock. That isn't what it is for. He bought it to sell. Why doesn't he sell it, then, and wait until it is sold and the profits received actually before he begins to count that $50,000?"

No Loss in Disposing of Stock

Just at this point it may be well to make it clear that the merchant by "playing safe" in his inventory does not stand to lose either in the case of a sale of his stock or from a fire. The value of his stock for sale purposes will be determined by the condition of prices at the time of the sale, not by the original cost of the stock. Suppose the market had dropped instead of going up, would the purchaser pay you at the higher prices you paid, or would he take advantage of the lower prices in force when he was buying you out? So far as fire insurance settlement is concerned this is discussed in another article in this issue. You are perfectly safe there, too..

Getting At a "Reduction" Percentage

What is the simplest way to get at the original cost of your stock where you may have had several deliveries at different prices? The problem is simpler for most grocers than other classes of

retailers. For, in the average grocery, the stock is turned six times a year, eight, ten, twelve, fourteen, and even oftener. This means that on an average the stocks remain on the shelves less than two months before being sold, and often only one month. The values in these cases therefore will not have increased as much as in the case of the hardware merchant who these days often has bought for a year ahead. Some grocers are trying out a few sample lines and figuring out just how much the stock has increased in value since they bought it, and are working out a percentage to use in reducing the present value which they will apply to the whole stock so as to get at the original cost of the whole fairly accurately. This may be 5, 7, 10, or in rare cases, 15 per cent. Where a merchant has laid in a stock of some lines a year ago, his "reduction" percentage might work out higher. But in the case of large quantities of any one line he would know just what these cost him and could take these in at the original cost at once.

In special cases some merchants would figure out that there has been no advance, taking the stock as a whole. Mr. "Jack" Simpson, of F. Simpson & Sons, of Toronto, intends to take in their stock at the January cost prices. For this reason, as he told CANADIAN GROCER:

"We turn our stock from twelve to fourteen times a year, and a great deal of it consists of perishable goods—fish, for instance. Thus, little of it stays on an average for more than a month at one time. Thus we feel that while some lines have gone up since we bought them, others, such as flour and sugar, have dropped, and the decreases balance the increases, and the present cost prices are a fair test of our whole stock. As a rule we do not have much left on hand at the old invoice price when we receive the new goods. And it is really the latest invoice prices that we will use."

Warns Against "Fictitious" or "Paper" Profits

Mr. Bobert Barron, a near neighbor, is strong for taking in goods at the original cost price. He does not believe in taking profits "before you make them." He, like many others, has bought heavily on a low market and many of the lines he carries will show fairly large profits when the cost is compared with present prices, but all will go in at the original cost figure. With this exception—that goods where the market has dropped since they were bought will be taken in at the present reduced quotation—in this way he will be doubly protecting himself against an inflated valuation, or what are known as "fictitious" profits. He proposes to be prepared for the time when the markets are sure to take a drop.

Another merchant, in supporting the theory of the original cost method, remarked that while his canned goods might be worth more now than when he bought them, there was always a certain depreciation in stock that is kept on the shelves that must be taken into account, and instanced canned corn as a case in point.

Some Hints on the Process of Taking the Inventory—Getting Details—No Confusion for Customers

A FEW HINTS from merchants on the actual taking of stock may prove useful as suggestions. One merchant told CANADIAN GROCER that he started his clerks on the work on the last day of the year, in the afternoon, and if they did not finish then, they came back for a short time on New Year's Day.

Another merchant takes stock in the cellar and upstairs during the day, and at six o'clock, when the store has closed, he divides his forces into three groups of two each, one in each case calling off and the other writing down. One group takes one side, another the other, and the third an adjoining store. Usually they are through at eleven o'clock. He takes in every line separately and has a separate list for the different sizes or weights of each. Some merchants he remarked, were disposed to group tomatoes under one head, without putting down the various makes and sizes; so with sardines, etc. He considered it essential, however, to know exactly what he had in stock of each, for a guide in buying on future occasions.

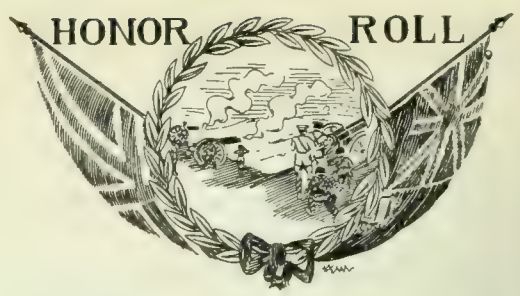
A third merchant, George Barron, divided his stocktaking into four parts, the reserve stock, "order" stock—for making up 'phone orders at the rear of his store—"opened" stock—cases that have been broken,—and his shelf, or, as he terms it, his "display" stock.

A "Condensing" System

"All these are taken down separately on sheets of foolscap," said Mr. Barron. "We tried what we call a 'condensing' system last year for the benefit of the business office. While we took the stock in the four sections the same lines of goods in each were combined before the extensions were made, olives, fruit, etc. Thus, the extending of the prices and the totals occupied only a fraction of the time it formerly took."

Many merchants advise having the clerk count the various lines the day before "stocktaking," and put in a "deduction" slip for the goods sold after the count is made. This previous count, however, is considered unnecessary even in many large stores.

A point that most merchants of experience consider very important, is that stocktaking be allowed to interfere as little as possible with the regular business of the store. Hence the doing of most of the work "after hours."



Captain Henry Gilbert Nobbs, formerly representative of Holbrooks, Limited, for Canada and the United States, and who has been a prisoner of war since last September, has been exchanged. Capt. Nobbs was first reported to have been killed in action, but later it was discovered he had received wounds which had destroyed his eyesight and had been captured by the Germans.

SARDINE SEASON PROVES SUCCESSFUL

The sardine season in the Bay of Fundy has practically closed, and for some it has proved very successful. Some weirmen, especially in Charlotte County have cleared as high as from $10,000 to $18,000. Others, of course, have not been so successful. The largest catches were noted at Digdeguash, Grand Harbor, Seal Cove, Wood Islands and Grand Manan. The Canadian factories at St. Andrew's and Black's Harbor have had a fairly large pack, but the bulk of the catch has gone to the Maine factories. These factories have paid all the way from $10 to $35 per hundred for the fish. No estimate has yet been made of the value of the catch, but it is expected that it will be near the figures of 1915, which amounted to $1,226,336.

GROCERY STORE HELD UP BY ROBBERS

The grocery store of C. A. Bond, 1251 Davenport road, was entered by two masked robbers at about 10 o'clock, December 15. The proprietor and a customer of the store were held up, and relieved of some $90 in cash and cheques. No clue has been found as to the identity of the robbers.

CALENDAR SUGGESTIONS FOR THE COMING YEAR

The calendar of Connors Bros., Black's Harbor, has been received. It is of large size, measuring 18 in. x 29 in., and the calendar proper has figures of large size that make them easily read, and consequently the calendar is sure of attention. The head of the calendar has a sea view in the centre and is surrounded by examples of the sea foods prepared by the firm in full colors. This calendar should be a good advertising investment.

The Why of High Prices

Some Lines of Food That Have Shown Marked Advances in Price With an Outline of the Conditions That Are Given as the Causes—How the War Has Directly or Indirectly Had an Effect on the Prices of All Commodities—An Interesting Resume of This and Last Year's Prices

IT is interesting to go over the files of last year and this and compare the changes in prices. In almost all cases there is a very decided advance in the recently quoted price. There are a variety of agencies behind these various increases. Of course, the war is a contributing cause in most of the advances, but in others, crop scarcity is given as the reason.

A short resume of these different commodities might be of interest and value to the merchant. Not being in daily association with the changing market, he is apt to forget the causes that have combined to give us the very high prices that range in almost all lines that are associated with the grocery trade. Let us review a few of these, taking as our standards Toronto prices on December 17, 1915 and Dec. 15, 1916. As outlined in the CANADIAN GROCER markets of those dates. Sugar an increase of from $6.65 to $7.88 for the extra ground variety, all other grades making proportionate increases. A general shortage of raw material due to late crop and difficulties of transportation are given as the cause.

Flour a Fluctuating Commodity

Flour increases form $6.50 for first patents to $10.00 of recent date, there has been a very great fluctuation in flour prices but none of these downward spurts have brought it anywhere approaching the figures of last year.

Market speculation in wheat has unquestionably had a great deal to do with the present price of flour though, the 600,000,000 bushel shortage of the western world unrelieved by the immense yield of Russia that is tied up within it's own borders has had a great deal to do with the upward tendency. The situation has been still further complicated by the heavy buying of the allied nations for war purposes.

Eggs new laid 45-50c to 65-70c. At the time of writing new high levels have been announced and eggs have been selling at $1.00 a dozen. The high prices of eggs are attributed to storage abuses. Of course this does not effect the new laid variety, but the scarcity of the one grade has a tendency to force all grades up. It has yet to be proved however, that the cold storage is actually responsible. Heavier foreign shipments than usual combined with a poor yield are no doubt responsible.

Exports of Butter Cause Higher Price

Butter shows an increase of from 33-34c to 46-48c for creamery. Here again the abnormally heavy shipments to the United Kingdom have had their effect, though the early spring weather is also to assume part of the responsibility. This caused a shortage of corn and roots, and had a decidedly detrimental effect on the production of milk. The exceptionally high price of cheese too, had its effect also as it diverted much of the cream that usually went to the dairies to the more profitable cheese making. Cheese has reached the highest point in it's history going from 19 to 26 cents a pound. The British war office has been buying enormous quantities of cheese for the use of the army and this in conjunction with our usual heavy exports have greatly depleted the supply.

At Normal Figures

Bacon on the other hand has remained pretty well at normal figures as has also rice, the increase in the latter only amounting to half a cent a pound. Tapioca on the other hand has increased from 7½ to 10 cents, due it is said to difficulties of procuring. Potatoes have been much in the limelight and they deserve some attention. Last year at this time they sold for not more than $1.60 a bag of 90 pounds. This year they are quoted at $2.25 per bag. Here again there has been a great deal of agitation and many irresponsible parties have been charging that this necessary article was being unduly withheld from sale in order to increase prices. None of these claims however have been proved, and it seems probable that the real reason was the very extensive falling off of the crop in both Ontario, and Quebec, combined with heavy purchases by American buyers, and the fact that this year it has been impossible to import from any outside market.

Coffee At Normal But Tea Higher

Coffee is another of the lines that has shown practically no increase though tea has shown a very considerable advance despite the fact that the available quantity has greatly increased. The increased demand for tea in Russia owing to the prohibition of the sale of Vodka is given as one of the leading causes for the increased demand that has more than consumed the increased output.

California raisins have advanced from 9½ to 10½ cents. Early heavy rains that greatly curtailed the grape crop is given as the cause of the advance.

Canned Goods' Remarkable Increase

Canned goods are another line that have gone out of sight last year.Tomatoes 3's went from $1.12½-$1.17½ to $2.25-$2.40 the latter prices being for the 2½ size tin. Corn sold this year for $1.50 to $1.60 as against 97½ cents last year and $1.35 for peas as against 97½ cents. These exceptional advances are due to the abnormally small pack owing to abnormal weather conditions making the crop almost a negligable quantity.

Walnuts are quoted at 19 cents for Grenobles as against 16 cents last year. Filberts advanced from 15 to 19 cents. Currants are another line that has increased greatly. Filiatras which were quoted at 13c last year are selling at 22c. Hallowee dates also show a most remarkable increase from 8 to 12 cents a pound. These come from Persia and the difficulty of getting ship room with the increasing cost of insurance has materially added to the cost of these goods. The same applies to the currants from Greece, and the other lines noted.

Fruit a Heavy Sufferer

Fruit has been a sufferer in the usual high price mania. Navel Oranges have not greatly changed in price. Lemons on the other hand are about 50 cents a box higher, another case of high freight rates and high insurance. The same applies to Spanish Almeria Grapes. Bananas one of the staple fruits has advanced from $1.50-$1.80 to $2.25-$2.50. This very strong advance is partially due to unfavorable weather that has curtailed the crop, notably in Jamaica where the bulk of the plants were destroyed. The enormous increase in the cost of ocean freight has also been a heavy contributing cause. Cranberries that are especially seasonable at this time of year are very much higher than

last year. From $7.00 to $9.00 were the prices quoted last year while this year they are quoted at $9.00 to $11.00. Apples too are very much higher than last year owing to a shortage of crop in Ontario and Quebec. These are a few of the price changes that the year has brought about. As will be seen there are very few that are not in some way effected by the world conditions that exist to-day, and consequently there is very little likelihood of any great relief until the conditions that caused the increase have ceased to exist.

The Position of the Baker

An Open Letter to the Grocery Trade From a Man in the Bakery Business—Figures on the Advance in the Cost of All Materials Used in Making Bread

THE following open letter addressed to the retail grocers has been received by CANADIAN GROCER from an Ontario baker:—

Gentlemen, the situation is simply this, if the grocers will not discontinue the practice of fighting the baker or bread manufacturer by advising the public that the said bread manufacturer or baker is a robber and a thief, and telling them to buy flour to bake their own bread, he, the grocer, will pay the inevitable penalty for his indiscretion. The bread manufacturer must find some means by which he can procure a better price for his product and if the grocer, who is acting as the middleman, in this case, will not co-operate with the bread manufacturer for the purpose of establishing a retail price for the standard weight loaf of bread, which will permit the bread manufacturer to reap a fair and equitable profit after allowing the grocer a reasonable profit, as the middleman and to whom the bread manufacturer has been selling his bread at a wholesale price, then the bread manufacturer, in turn, will be forced to eliminate the grocer as one of his selling mediums and go to the public or bread consumers direct with his entire output; that is, the bread manufacturers will be compelled to agree to sell their bread only to the consumer direct at a standard retail price, and if the grocer wishes to handle bread he will be compelled to pay that standard retail price and secure his profit, if he desires a profit on his bread sales, by advancing his retail price to whatever amount he desires over and above the retail price established by the bread manufacturer and which will apply to the grocer as well as the consumer direct.

Now, Mr. Grocer, just think this plain statement of facts over very carefully. According to this statement, which we have every reason to believe is the truth, and the whole truth, the bakers' margin of profit, during the past two years has been reduced 24 per cent., and I can tell you most positively the bread manufacturer never had a profit of 24 per cent. on the standard weight loaf of bread, such as he is compelled to make in the city of Toronto and the province of Ontario. There is positively no margin of profit left on the standard weight loaf of bread that is sold by the bread manufacturer at seven cents wholesale and eight cents retail. In fact, if you base your material cost figures on the current prices quoted on large quantities by the different dealers in these commodities every standard weight loaf of bread sold at the above named price of seven cents wholesale and eight cents retail shows a net loss of over seven and one-half per cent. to the bread manufacturer who produces and sells the bread at these prices. As a matter of fact, the bread consuming public have been receiving the benefit of the good buying and the low priced contracts covering raw materials secured by the bread manufacturer previous to the recent rapid advance in prices, otherwise the bread manufacturer could not have continued to sell bread at these ridiculously low prices in face of this proven increase in the cost of producing and delivering the said standard weight loaf of bread.

Grocers' Co-operative Bakeries have never been a success on this continent, so the grocers cannot hope to overcome this difficulty by establishing a Grocers' Co-operative Bakery for the purpose of manufacturing their own bread.

Now, Mr. Grocer, once again I ask you to think this matter over carefully. Why connot we be friends? Let the baker and the grocer work together co-operating one with the other with the one end in view, that is a fair and reasonable profit for the bread manufacturer and the grocer, who is the middleman for the bread manufacturer, in this case. True, the bread manufacturer has never been face to face with such a problem as he is to-day. With his margin of profit completely wiped out and a net loss of the sale of every loaf of bread staring him in the face, he is forced to make some move. If he attempts to get an increase in the price of bread the consuming public will immediately condemn him for a robber and one who is taking advantage of a situation to make undue profit on his product. This, of course, every thinking member of the grocery trade realizes is not the truth. We do not ask you to overlook any flour sales. If your customers want to bake their own bread by all means sell them the flour. But, we do ask you to co-operate with us for the purpose of establishing a retail price for the standard weight loaf of bread that will guarantee to you, the grocer, and the bread manufacturer, a reasonable margin of profit on every loaf of bread that the consuming public cares to buy.

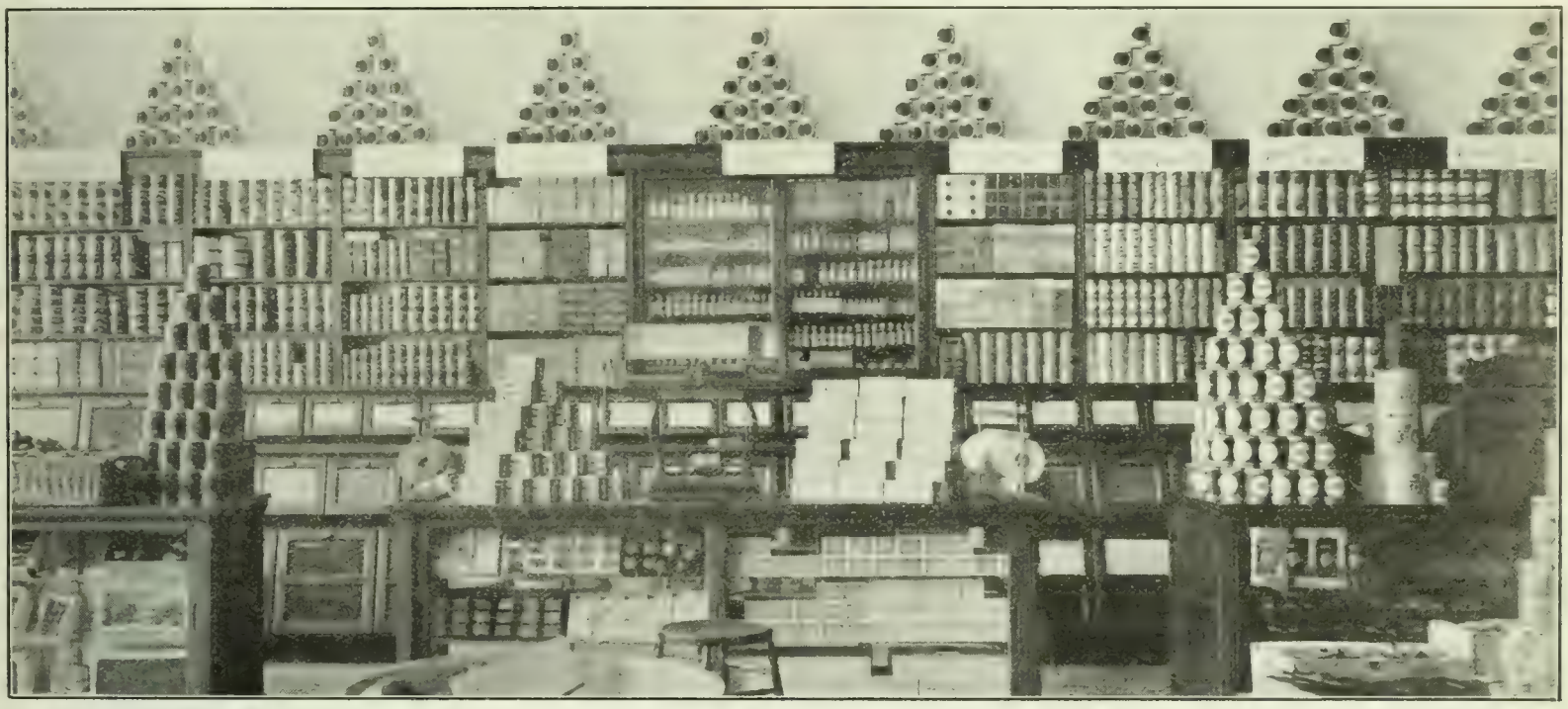
Bread is as cheap as dirt to-day compared with the price of flour and wheat, and every member of the grocery trade is quite justified in taking a stand by the side of the bread manufacturer for the purpose of protecting his own, as well as the bread manufacturers' best interests. Let us establish a retail price for the standard loaf of bread that will guarantee both grocer and bread manufacturer a fair and equitable profit on their bread sales. When conditions warrant it competition will soon force retail prices of bread down and the bread manufacturer will be glad to get the price down as quickly as possible because lower prices will simply mean increased sales in a business that lives on large turnover.

"We find that bread has advanced in the City of Toronto from six to eight cents per twenty-four ounce standard weight loaf of bread or from twelve to sixteen cents per forty-eight ounce standard weight loaf, making a total advance in the cost of a standard weight loaf of bread of 33 1-3%, *between November,* 1914, *and November,* 1916. *Further, gentlemen, we beg to report that the cost of producing and delivering these same standard weight loaves of bread has increased* 57½% *during the period of time above named."*

From the report of the Committee of the Toronto City Council—to enquire into the high cost of food stuff.

The increased cost of raw materials from November, 1914, *to November,* 1916. *From the report of the Toronto City Council's Special Committee.*

Flour, 50%; *Lard,* 54%; *Sugar,* 100%; *Salt,* 45%; *Shortening,* 65%; *Yeast, normal; Malt Extract,* 100%; *Baking Utensils,* 20%; *Harness,* 55%; *Horse Feed,* 50%; *Wages,* 33%.



The attractively appointed store of Cain Brothers, Yarmouth, N.S.

Better Fixtures in Town and Country Stores

Erroneous Impression That the Country Trade is Content With Anything, That Attractive Features Are a Waste—It is Human Nature to Appreciate Attractive Surroundings Anywhere.

THERE seems to be a more or less general feeling that attractive fixtures are wasted on a town or country store. There is an idea that its custom is constant and is not influenced by outside influences. In how far is this true? In how far is it possible to evade the dictates of Human Nature, for it is unquestionably Human Nature to be attracted by bright, clean, cheerful surroundings.

It has been demonstrated time and again, that a well-planned, attractively appointed store was not a mistake, no matter where located. That its attractiveness was as effective in the town and country sections as in the larger cities. That it always has been a most effective money-maker. The store of our illustration is but another proof of these facts.

WASTE PAPER AS A FINANCIAL ASSET

(Continued from page 29.)

they are not sure if the amount they will receive will justify the attempt.

We have mentioned the present prices, and will be glad to supply the names of reputable paper dealers in different districts on application, as anything like a complete list would be too extensive for these pages. Regarding the matter of freight and handling, there is a good deal that can be said. It is impossible to give a complete list of rates, for these vary with each place, but some instances may be given.

A Three Grade Freight Rate Illustrated

Take London, Ontario, as an example; there are three rates for this point for shipment to Toronto. These are 8½c, 20c, 28c per hundred pounds. The first of these prices is for straight car lots, the second for bales in less than car lots, and the third for bags in less than car lots. It is evident, therefore, that the bale is the advantageous way of shipping, though in straight car lots, of course, paper can be shipped in any form.

Or take another instance; from North Bay the rates to Toronto are 12c, 24c and 33c; in small shipments this would net the shipper about $8 per ton at North Bay, as against $10.60, f.o.b. the cars North Bay, for a full car load. There is a considerable difference here that is worth considering. To get the advantage of the better rate on car shipments many merchants in smaller places have been combining to make up a car lot. For instance, 11 merchants in Orillia assisted in loading a car, the net return was $250, to be divided proportionately among them. In Sudbury, too, there has been former an association to handle the supply in this way. This is a plan that might very well be adopted by many other places to the advantage of the merchants.

Shipping Part Cars at Car Lot Rate

But even where it is not possible to make up a straight car load, it is often of advantage to ship a car light, paying for the required 12 tons, which is less than the part car rate. For instance, taking the North Bay figures, for example, a straight car load rate would amount to $28.80, a part car shipment of six tons would cost exactly the same amount, and if bagged paper was included the six ton shipment would cost $36.60. It is evident, therefore, that in a case like this any shipment over a half car could advantageously be billed as a straight car taking advantage of the car rate, and thus enabling the shippers to include bagged paper if necessary, at no extra cost.

Waste Paper a Debit or a Credit?

In looking into the matter of waste paper, it becomes evident that it is something that a merchant cannot afford to overlook. Loose paper is an outstanding menace, not only to the individual merchant, but to the community in which he resides. Methods of destroying paper are wasteful of good material, of time that might be better employed and are also a danger. In other words, this method of handling waste paper must be reckoned as a debit item. There is no way of getting away from the force of this argument, as against this loss there is the possibility of making a very comfortable profit, with a less waste of time, and the practical avoidance of any fire risk. Surely it is a clear enough case to present itself to the careful consideration of every wideawake merchant.

To all our readers everywhere we send the heartiest of Christmas greetings. May they forget for one day at least the sorrows of these years of conflict in the happy memories of the Christmas season.

CHARGING INTEREST ON ACCOUNTS

(Continued from page 20.)

saves a lot of suspicion on the part of the farmer.'' He follows the same system in buying eggs, the farmer counts them himself. ''If the farmer claims to have 15½ dozen and my count shows only 15 I never dispute the point with him. I may have made a mistake, and anyway if I check him up I will probably offend him and the loss doesn't amount to much. Of course if it happened regularly, that would be a different matter. Mr. Hanna does a big business in this line. For instance during the egg season he often ships over 800 dozen a week. Butter 800 to 1,000 lbs., while weekly shipments of poultry often run as high as 3,000 lbs. and around the Christmas season often more.

Cash Price on Trade Price for Produce

Since his new cash business system went into effect Mr. Hanna has adopted a new method of handling produce too. For instance he has two prices. One a cash price, the other a trade price. The trade price was one cent higher than the cash price, and whenever a customer took his payments in trade instead of cash they get the advantage of this increased price. The result of this is to reduce the people asking for actual cash to an almost negligible quantity. Prior to the introduction of the cash system, Mr. Hanna used to give due bills for this produce that were redeemable at any time. The difficulty with this was that the farmers were apt to hoard these due bills for months. These were always an overhead charge on the business and might be presented at awkward times. Now everything is paid for in cash, that is to say, by one or other of the methods noted above.

This incoming business as is readily seen is a big item, but not more so than the outgoing. Mr. Hanna carries a stock valued around $15,000 and practically every cent of that is good live saleable stock. He doesn't let dead stock accumulate, nor does he leave it on the shelves to get shop worn and until the customers eyes have grown tired of it. When he once definitely decides that the commodity is not moving, he withdraws it for some time, bringing it back again later and featuring it in a prominent place at a reduced figure. Often indeed he finds some place to dispose of it even without reintroducing it into the store stock.

A Comprehensive Stock

Mr. Hanna handles groceries, dry goods, hardware, boots and shoes in which he carries a stock value at $22,000 which is ample evidence of its completeness. He has also a very complete furniture department that occupies a long room opening off the store proper. The fact that he can turn this stock over three times a year is an ample proof that this is a paying line. Heavy hardware is handled in a department, back of the store. Here too is a store room for flour of which a heavy supply is carried, Mr. Hanna using it as a leading line and selling it at a small profit. Upstairs he keeps standard remedies, hats and caps, a tinware department, and also here he carries superfluous stock that has not yet been required. Upstairs too he has a store room for seasonal goods. For instance summer dress goods that are carried over are securely stored here, protected from light and dust and moths. This little idea alone has saved Mr. Hanna much needless loss.

Mixing Brains With Work

Here is a general store run by a man who has put brains into his work. It is not advantageously situated to any extent, yet Mr. Hanna assures the CANADIAN GROCER that he would not give up his location in Campbellcroft that only claims a population of about 200 persons, and at that apparently exaggerates, for a store of like proportions in the best business town known. Probably he is right though still in the very early thirties Mr. Hanna has built up a successful business and has proved to a conclusion that the general store is a perfectly sound commercial proposition, with limitless opportunities of growth and expansion.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Maritime Provinces

W. H. Dunham, St. John, N.B., has sold the stock of his grocery store by tender to Louis Corey.

R. B. Seeton & Co., Halifax, N.S., had their grocery store burned. The loss was partly covered by insurance.

Luther Moffat and John Moffat, Sydney, N.S., grocers, furniture, etc., have made a declaration of partnership. They will do business as Moffat & Sons.

Quebec

Geo. E. Beauvais & Co., Monteral, have dissolved partnership.

Louis Roberge, Thetford Mines, has sold the stock of his general store.

Hulin & Williams, Montreal, grocers and meats, have dissolved, S. Hulin continuing the business.

The Montreal Housewives' League have raised the Boycott on potatoes. The spuds are all eyes for their next move.

D. L. MacDougall, of the Lake of the Woods Milling Co's. Montreal Staff, has returned from a holiday visit to New York.

Cecil T. Gordon, of J. Alex. Gordon & Co., Brokers, Montreal, has returned to business after a sharp attack of grippe.

W. J. Wilson, representative in Quebec Province of S. H. Ewing & Sons, Montreal, is spending the holiday week in Montreal.

Lipes Bros., Montreal, have dissolved partnership in their grocery business. Max Lipes and Mrs. Sam Lipes have registered in their stead.

H. J. Newby, one of the directors of John Duncan & Co., tea merchants, Montreal, visited the Maritime Provinces on business the week.

Messrs. Record, and Lacombe, of Three Rivers, visited Bon Secours Market, on a holiday season's fruit purchasing trip this week.

Major Hugh A. Green Government Fish Purchasing Agent for the troops, after visiting Newfoundland, past through Montreal last week on his way back to Ottawa.

Mr. Thompson, manager of King's Cash Store, a subsidiary company of the Asbestos Corporation, Thetford Mines, Quebec, was a business visitor in Montreal this week.

In view of the holiday season's approach, a number of representatives of business houses in Norfolk, Va., were in Montreal this week arranging for orders for oysters etc.

Zephirin Hebert, vice-president of the Montreal Board of Trade and a principal of the firm of Hudon Hebert et Cie., gave valuable views as a wholesaler before the Agricultural Committee of the Legistlature.

It is noted in Montreal tea trade circles that the American International Corporation (amongst the largest tea traders in the world) has acquired a controlling interest in Carter Macy & Co., the Canadian representatives of whom are Messrs. John Duncan & Co. of Montreal.

The preliminary meeting of the Canadian Fisheries Association was held last week, in Freeman's Hotel, Montreal. A principal purpose of the gathering was to sound opinion on the place of the Annual Meeting, due to be held early in 1917. Halifax appears to have the vote at present, but the decision has not been made.

Assembly at Quebec last week, in a discussion held into the High Cost of Living in Quebec Province. Mr. Hebert dealt with the increased cost of many food products, and gave reasons for the increase. Speaking of the cost of sugar, Mr. Hebert said the increase was due to war conditions. As for tinned vegetables, the increase was due to the fact that the industry was controlled by a trust. The province of Quebec produced a comparatively small amount of vegetables. High freight rates, he said, furnished another reason for the high prices.

Mr. Hebert said that he could not suggest any practical remedy. It might be ten years after the war was over before normal conditions were resumed. He added, however, that the price of sugar might be reduced by January owing to the enormous production this season. He suggested that the duty on sugar coming from the United States be removed.

Ontario

Peter Dippel, Listowel, is disposing of his grocery stock.

G. W. Tiffen, Toronto, has sold his grocery store to J. W. Douglas.

D. L. McKinnon, Fort William, is going out of the grocery business.

H. C. Lavigne, Eastview Centre, has sold the stock of his grocery store at seventy cents on the dollar.

Herbert Alfred Oliver, a Thedford merchant, died in Victoria Hospital, London. Mr. Oliver was one of the most prominent business men of his home town.

George J. Newton, Guelph, died at the General Hospital, on December 12. Mr. Newton entered the grocery business with the late David Scroggie, in 1871, and conducted a successful business for many years.

The Firstbrook box factory, Toronto, have over one hundred employees in khaki. Every man who enlists has the assurance that he receives his job back again when he returns. They also endeavor to employ men who have done their share in the war.

The Quaker Oats Company, Peterboro, Ont., announces to its employees that "out of sympathy and regret at the loss sustained by them," the company will pay wages for the entire month of December, based on the wages earned from December 1 to 11, the date of the fire. The company also instructed its physician to spare no expense in caring for the injured in the hospital, and to employ extra nurses and private words if necessary.

The new sugar plant at Chatham, Ont., is in operation. After two weeks of final preparation, in which the machinery has been tested and tuned up, the plant began operations on beets on December 13. Officials of the Dominion Sugar Company are highly pleased with the new plant. They report everything as running smoothly, and that the plant is coming up to their expectations. As soon as their supply of beets runs out they expect to open with raw sugar, which is imported.

Western Provinces

J. B. Poulin, Vawn, Sask., has sold his general store.

Nimens & Wilson, grocers, Winnipeg, Man., have dissolved.

John Irving, grocer, Winnipeg, Man., is discontinuing January 1, 1917.

Martin and Fryer, Elrose, Sask., have dissolved. A. E. Martin continues.

Ida M. MacMillan, grocer, Winnipeg, has been succeeded by Wagai & Blackburn.

James Simington, of the No Vary Products Co., has been East on a business trip.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AMONG the important price changes during the week have been declines in the price of sugars and flour, and advances on laundry soap, washing powders, sardines. The speech of Lloyd-George in reply to the so-called German peace proposals has had a steadying effect on markets which have been showing uncertainty of late.

An unusual advance has taken place in the price of all laundry soaps. This is the first advance in this commodity since the year 1906. Increase in the price of raw materials and the big demand for all oils has made it necessary for the manufacturers to advance their prices. Sugar declined 10c per hundred during the week and flour went down 70c since last issue. There is an uncertain condition in flour, due to the wheat market, but the underlying tone is one of firmness in the face of the recent utterances by the Allies regarding the enemy peace proposals.

Butter, eggs and cheese are in easier market, although there is a firm undertone, due to the firming tendency in the American markets. Live hogs and dressed hogs have again advanced in price. Poultry has been coming to the market in fairly good quantities, especially chickens, geese and ducks. Turkeys are a rather scarce article and are high in price. Dried fruits are in firm market, with advances recorded in apricots and evaporated apples. Spices are all in very firm market and advances in many lines are looked for about the first of the New Year. Coffee is now showing firmness after a long period of quietness. Teas are also firm and have advanced again in the primary market. Nuts of all kinds are scarce and hard to get. American rices have advanced in the primary market and Japanese and Chinese rices are firm. Beans are holding firmly.

Oysters have advanced from 10 to 15c per gallon with further advances expected after New Year's. Business during the week has been good, better in fact than many wholesalers expected at this time of the year.

QUEBEC MARKETS

MONTREAL, Dec. 19.—Effects of the reply of Lloyd George for Britain to the so-called "peace proposals" of Germany will, in many market opinions in Montreal, be towards a steadying of the markets, which have been showing a little uncertainty of late. Especially may this tendency appear in wheat products, but all lines are likely to show a reversion to firmness at present prices, though many people in touch with market trends declare prices are now at about the limit upwards. The facts of the week's market doings show sugar decidedly declined, most lines of other goods maintaining their firmness without marked advances, and some few usually fluctuating lines, such as fruits, vegetables, and provision lines, showing advances. It may be especially noted this week that the coffee market for the first time in months shows signs of going very slightly firmer, due to an accumulation of causes for legitimate advancement; small, but persistent, cost of packing materials being a more decided cause than ever of late.

Many Lines of Soap Increased in Price

SOAPS.—If cleanliness be next to Godliness, then the high cost of living, or the war which caused it, has done a sad and sinful thing. It has advanced the cost of cleanliness, making a world already sufficiently ungodly through wars and rumors of wars still more ungodly by hampering human incentive to cleanliness. To put the matter plump and plain in all its grim reality, the price of soap has risen by 8 to 12 per cent., or 30c a box at least, on almost every well known line. One line, Barsalou soap, is up 62c a box. The market is not surprised, nor is it at all perturbed. Owing to prices of raw materials, soap might have risen months ago. There is little fear that in the face of a few cents increase in cost of soap, the Canadian public will look either grim or grimy.

Canned Sardines Are Up a Dollar

Montreal.

CANNED GOODS.—The market for canned goods is still rather uncertain, prices being inclined to vary even amongst the principal wholesalers. The packers have no more goods to sell, of course, though for a time they were doing a considerable business in American canned goods to fill orders. A few cars of American canned goods have still been dropping into the market, but the rush of this line of goods is over. In fact, the consumers' demand for canned goods having been quite perceptibly reduced by the tall prices attained by these products, prices became perceptibly easier, many firms having secured sufficient supplies to carry on business at figures below the packers' prices in Canada, as first announced. The only line of canned goods showing a price movement this week is "English sprats" or "sardines," which have gone up a dollar per case of 100 tins to $11.50 per case. One firm quotes pink salmon at $1.75 doz. Last week's high quote was $1.65.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory priees.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 60
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 45	1 75
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 50
Corn, 2s, doz.	1 50	1 60
Corn (on cob gallon, cans), doz.	....	5 75
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75

Sugar Shows a Decided Decline

Montreal

SUGAR.—Still the weakness noted for some little time past prevails in sugar, and following the decline of 10c per 100 lbs. announced by special panel in CANADIAN GROCER last week, sugar again declined during the present week by 10c also per 100 lbs., making a total of 20c down since last listed quotations in this column. The decline specially panelled in last week's issue took place at 1.30 p.m. on the 13th. This week's decline took place at 1.30 p.m. on

the 19th December (date of writing). The outlook is for steadier conditions, it may be, till after the holiday season. While the man who could venture to predict definitely as to sugar markets would need to be a prophet and the son of a prophet, market opinions have been inclined towards the idea that until the New Year comes in sugar may remain about as quoted in this issue, and some opinions suggested a possible sharp upward move in sugar just before new crop sugar gets on the market. Other views, however, are that the time for this upward trend is over.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 60
Acadia Sugar Refinery, extra granulated	7 50
Special icing, barrels	7 80
Yellow, No. 1	7 20
Powdered, barrels	7 70
Paris lumps, barrels	8 20
Crystal Diamonds, barrels	8 20
Assorted tea cubes, boxes	8 20

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs, and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

California Dried Fruits Welcomed

Montreal

DRIED FRUITS.—An unexpectedly complete range of dried fruits from California reached Montreal in several car load lots during the past week, and the supplies are welcomed for holiday season trade. The growers now guarantee that 75 per cent. of orders can be delivered, which is better than had been expected earlier in the season when the rain was causing great havoc. Nevertheless the market for Californian dried fruits is very firm still, and loose muscatels (3-crown) went up a cent to 12½c per pound. All other lines of dried fruits are very firm at present quoted prices, and there is no very certain assurance that supplies can be obtained as readily as formerly, especially from European points; in fact, the indications are all towards a reverse condition. Peels are also in firm market at prices quoted. All such delicacies are costing more for Christmas than the records of past years show.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots (old crop)	0 16	0 17
Slabs	....	0 18
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 12
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 12½
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 12½
Muscatels, 4-crown, lb.	....	0 10
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses May Have A Costly New Crop

Montreal

MOLASSES.—Barbadoes interests are holding on hard to their coming crop of molasses, sticking out for high prices which Canadian importers at present are reluctant to agree to. The Barbadoes holders have the transportation interests to some extent with them in the campaign to secure the highest possible figures for their goods, the mail steamers being under contract to carry only a small proportion of molasses in puncheons for Canada. With freight rates going higher, and the growers now anxious to get the buyers to take over the war risk as well, which is very considerable and may go higher, the outlook in molasses is for exceedingly great firmness, even when the new crop is fairly on the way. At least, that is market opinion at present. Time may modify it to some extent. Molasses would be worth at least 59c per gallon (new crop laid down in Montreal) if present market outlook can maintain until new crop is actually coming along, and in some opinion there is even a chance that this price may be exceeded for new crop. Fancy grade choice runs 4c lower per gallon on the same scale for new crop to come. For corn syrups and glucose the firmness of market is unchanged.

	Prices for Fancy. Island of	Choice. Montreal.
Barbadoes Molasses—		
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 56
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Tapioca Arrives In Small Shipments

Montreal

RICE AND TAPIOCA.—Pearl tapioca is in strong and advancing primary market conditions, while flake tapioca keeps firm, but does not alter in price for the present to the importers. There is quite likely to be a shortage of tapioca unless imports are more rapidly brought in. Stocks on hand in Montreal are, however, sufficient for present requirements and for the immediate future as far as can be estimated. Rice is at present in good demand and at unchanged prices. Rice has been attracting business on the part of the consuming public of late owing to its moderate price as compared with many grain products usually in greater demand.

Rangoon rice, per 100 lbs.		4 30
"Texas" Carolina, per 100 lbs.		7 00
Real Carolina, per 100 lbs.	7 50	8 00
Patna (fancy)		7 50
Patna (good)	4 50	6 50
Siam, No. 2	....	4 50
Siam (fancy)	....	5 75
Tapioca, per lb.		0 09½

The Bean Markets Are Firm as Ever

Montreal.

DRIED VEGETABLES. — Firmness maintains in beans generally, and also barley, though peas show a slight shading towards easier price conditions, and new crop split peas are quoted cheaper. Lima beans are still available, though not in any large quantities, and their price maintains firmly at the highest figure quoted in this column last week, namely, 9c. Efforts of the agents for imported beans to effect sales are securing business, though in some cases the wholesalers are holding off in favor of Canadian beans, which do not appear to be in any hurry to come to market. It has been difficult in certain cases to close contracts for sales of California beans for importation, the tendency of growers to reconsider price offers when buyers are willing to close with them being noticed by some brokers. This is a condition directly due to the shortage of beans on the market at present, and any big influx of Indian or Japan beans would alter the complexion of the case. But with freights high and bottoms scarce to carry them, the condition looks rather lasting.

Beans—		
Canadian 3-lb. pickers, per bushel	6 75	7 20
Canadian hand-picked	....	7 50
Canadian, 5-lb. pickers	6 50	6 90
Yellow Eyes	6 90	7 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	....	5 75
Barley, pearl, per bag 98 lbs.	....	6 50

Nothing to Ease Up the Nut Markets

Montreal

NUTS.—News of the cessation from business of a New Orleans firm, which had contracted to supply soft shell pecan nuts was commented upon by a firm of large wholesalers which had expected consignments from this direction. Such eventualities keep the market for American nuts firm, as last week's report indicated. Soft shell pecan nuts are not any too plentiful on the markets at present. War-caused conditions affecting nut importations continue to

make the whole tendency of the markets still firmer. Supplies of California nuts may prove a little better than had been anticipated, but there is no great rush to market them on the part of growers. The only actual market change this week is noticed in Bordeaux shelled walnuts, which are up 1c a pound on the lower quotation of last week.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 45	0 46

Firmness Still the Feature in Tea

Montreal

TEA.—The firmness in tea is still more pronounced, though the retailer may still be able to obtain excellent teas at quite reasonable prices. But black teas, Ceylons and Indians, have all experienced a still further firming up, by from ¾d to 1d per pound (English money), and this is reflected slightly in the Canadian markets in Montreal. The "penny" (English) equivalent to the two cents Canadian is the scale of advance, because the firmness is practically certain to be more pronounced still as the year draws to a close. All teas are firmer. Japans are much as last week, but firm at that. Chinas are much firmer than they were this time last year. Exchange is partly responsible as regards Chinas, also scarcity. Green teas that cost 11c last year, are costing 15c this year. Gunpowders, pinheads, Imperials, and Ping Sueys are all scarce and dear, and Russia's huge tea orders of late have not helped from the Canadian point of view as regards market conditions.

Pekoe Souchongs, per lb.	0 25	0 26
Pekoes, per lb.	0 28	0 30
Orange Pekoes	0 30	0 35

Coffee May Slightly Increase in Price

Montreal—

COFFEE.—While the advances in coffee prices during the past six months or so have been small, there have still been advances, and though from month to month the change has been too trifling for the prices to alter much from wholesale to retail trade, the gradual increase of the past six months is about to reach a point where some slight effect, possibly a cent or so a pound may be noticed in prices of coffee. Probably at the beginning of the New Year coffee will be very slightly more costly. As a matter of fact containers for coffee, tins, and the packages generally, also the heavier packing materials used in the trade are all much higher, and so far this extra expense has not been made operative on the market prices generally. Ocean risks are up, also freight rates, and the chances are that coffee is at last coming into its turn for an increase in price, though only a slight one.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Value of Cocoa As Food Noted

Montreal

COCOA AND CHOCOLATE.—Quietness of market for cocoa products is the main feature of the present time, though chocolates are having their usual seasonable increases of demand, and the winter demand for cocoa as a beverage is well maintained. The market outlook is rather uncertain, with undoubted firmness in the future should freight rates, ocean risks, and the cost of containers keep advancing as they have been doing of late. That the value of cocoa as a food is not fully appreciated by the public in these days of high cost of living, and that no wise mother will withhold a few good chocolates a day from her children on account of their sure body-building powers is the opinion of a noted scientist, recently published.

Cocoa—	
1 lb. tins, per doz.	4 60
½ lb. tins, per doz.	2 40
¼ lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 90

Steady Trend of Spices to Firmer

Montreal

SPICES.—Always the tendency to firmness is apparent more and more in spices, though the mere influence of suspected shortages to come is not enough as yet to advance prices to the retail in Montreal. Wholesalers and grinders alike look for difficulties in securing adequate supplies of many useful spices in the future if conditions of primary markets, and of transportation for cargoes, do not improve. Ocean freight rates, risks, and conditions are seriously affected, and spice importers are anxious as to the lasting powers of spot stocks (mostly available in any quantity in New York). Montreal supplies are not any too large. Demand keeps at something like normal, and the result of both factors in the situation might well mean a rise in spice prices of very decided measure should an increase arrive at all. Containers are also much more costly, and certainly for spices in tin cans, large and small, there may be advances very soon. Pepper looks particularly firm at present, and there is very little afloat for destination on the American continent.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	——	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	—0 28	—1 15	—0 28
Mace	—0 80	——	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 30	0 87—0 95	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	——	——
Turmeric	0 21—0 23	——	——
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk		2 00	2 50
Caraway, Dutch		....	0 41
Cinnamon, China, lb.		0 18	0 25
Mustard seed, bulk		0 19	0 23
Celery seed, bulk		0 36	0 46
Shredded cocoanut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole		....	12-15

Holly and Evergreen Give Holiday Touch

Montreal

FRUIT, ETC.—Oranges and apples remain in much the same market as during the past week, with prices unchanged, and demand improving rapidly towards the holidays. Bananas are also unchanged in price, being still quoted at $2.75 to $3 per bunch (packed). The fruit trade notes that there will be no 714 Valencia oranges on the market this year, the deficiency having to be made up by other numbers. This will help the sales of navels, which are in good demand. In vegetables some minor changes are noted. There is no longer any New York celery, all California celery now. Potatoes remain as last week (the Montreal Housewives' League has raised the boycott). Parsley, mint, and watercress feature on the market more now that seasonable savories begin to figure more prominently on menus. Cabbage sells by the barrel, and curly lettuce by the box of three or four dozen to the retail now. The holiday touch of festivity is given to the markets by the appearance of Californian holly, and evergreens for decoration, in large supplies.

Oranges, Navels, per box	3 75	4 00
Oranges (Floridas)	....	3 50
Oranges (Porto Rico)	....	2 90
Lemons	4 00	5 25
	No. 1	No. 2
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50
Brussels Sprouts (quarts)	0 15	0 20
Cauliflower, per doz. bunches	....	2 50
Celery (California) crate	....	7 75
Onions, red, per lb. 4½ ds.	....	....
Onions, Spanish, per crate	....	6 00
Potatoes, per bag (80 lbs.)	1 90	2 00
Carrots, per bag	....	0 75
Beets, per bag	....	1 00
Parsnips	....	1 00
Lettuce, Head, doz.	....	1 00
Lettuce, Curly, (boxes ¾ doz.)	....	2 50
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Horse Radish, per lb.	....	0 20
Cabbage, (barrel)	....	3 50
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	1 50	2 00
Parsley, doz.	....	0 40
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Holly, per case	....	4 50
Holly, per doz.	....	1 50
Evergreen, per bale	....	2 00

Haddies Scarce: All Fish Firm

Montreal

FISH AND SHELLFISH.—The current week has been a busy one on account of the period of Advent's drawing to its close. Three fast days ensure

an extra demand for fish, and there has been an extra demand. The outlook is for further activity, as the coming of the holidays will stimulate some lines, and a busy week is looked forward to. There are not many changes in price to the large buyers just at present, and the prices to the retailer remain unchanged this week. The outlook appears to be towards steady figures from now on. Perhaps during the holidays some stocks might accumulate, and the trade is expecting that there may be a few reactions between now and New Year's. Trade in oysters, both in bulk and in the shell, is very brisk, and as usual a large turnover is expected. Due to shortage of raw material, finnan haddies and fillets have been extremely scarce, and sold at abnormal prices.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 13	0 14
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		8 50
Salmon (Labrador), per bbl.		18 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 28
Prawns, Imperial gal.		2 50
Shrimps, Imperial gal.		2 50
Scallops		5 00
FRESH FROZEN SEA FISH.		
Halibut	18	20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	18
Salmon, Gaspe	18	20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 12	0 13
Smelts	0 10	0 15
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00
FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

ONTARIO MARKETS

TORONTO, Dec. 21. — There has been a fairly good trade in grocery lines during the week, somewhat to the surprise of some wholesalers. Last week it looked as though the pre-holiday quietness had set in. But the past week has shown that this is not the case. There has been a firmness in all markets with the exception of sugar and flour. In the former there has been a decline of 10c per hundred and in the latter 70c per barrel. Prices are holding well up in the face of shortages of many lines. The enforcement of the customs regulation that provides for payment of duty on the basis of the value of goods at the time of entry into Canada makes it necessary that wholesalers charge a slight increase over the prices at which they sold their goods previously. This regulation is being strictly enforced since the first of the present month. Heretofore the duty was paid on the invoice of the goods. The regulation is one that has been on the books for some time but has not been enforced until recently. Retailers who are asked to pay an additional charge over the price at which they bargained for their goods some time ago will understand that the regulation calls for additional outlay on the part of the wholesaler. Merchants are looking forward to a good holiday trade.

Sugar Declines Again 10 Cents

Toronto

SUGAR.—A further decline of 10c per hundred in all grades of sugar was recorded on Tuesday of this week. This follows a decline of 10c per hundred recorded last week. Extra granulated sugar is now selling in Toronto at $7.68 per hundred by Atlantic, St. Lawrence and Canada sugar with the usual differential of 10c below this figure for Acadia. In the United States market declines have been registered during the week also. In New York the refined is quoted at $7 to $7.05 in a dull market. Raw sugars were quoted as high as 5.69c per pound in that market, duty paid, during the week and as low as 5.14c. It is estimated that the Cuban crop of sugar will be one of heaviest on record during the coming campaign. Cable advices received from that country by leading authorities in New York place the crop at 3,572,571 tons as compared with a crop of 3,004,000 tons for the campaign of 1915-16. There are now thirteen centrals grinding on the new crop in Cuba as compared with 42 at the same time last year. This indicates that the crop is somewhat late. On the whole the conditions in Cuba have been excellent for a big crop. The weather has been favorable to the maturity of the cane and also to the drying up of the fields, which have been very wet owing to recent rains. Total stocks of raws in all hands in the United States on December 13 were estimated at 76,732 tons as compared with 100,848 tons at the same time last year. With new sugars now moving and a heavy crop in Louisiana and the Phillipine Islands there is every indication that the sugar market will be easy in tone for some little time. Business in sugars has been light during the week.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 68
Acadia Sugar Refinery, extra granulated	7 58
Yellow, No. 1	7 58
Special prints, barrels	8 0
Powdered, barrels	7 85
Paris lumps, barrels	8 25
Assorted lot cubes, barrels	8 50

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated, in 20-lb. bags, 15c per 100 lbs., 25c per 100 lbs. in 5-lb. cartons and 25c per 100 lbs. in 5-lb. and 2-lb. cartons. Brands of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 25c under extra granulated.

Soaps, Mincemeat and Package Cheese All Up

SOAPS, MINCEMEAT, CHEESE.—The week has been unusual in the number of advances recorded in many of the odd lines usually carried by grocery stores. In some of the well known lines of laundry soaps, such as Comfort, Surprise, Sunlight and Taylor the advance has been 30c per case, making the selling price now $4.45 in single cases and $4.35 in ten-case lots. The advance in raw materials has been given as the reason. Soap powders have also advanced approximately ½c per pound. Pearline in the small 12-oz. size has been advanced from $4 to $4.15, the 24-oz. from $3.80 to $3.90 per case and the 60-oz. from $4.80 to $5 per case. Soapade in the 10-oz. size advanced from $4 to $4.15 and in the 20-oz. and 50-oz. from $4.80 to $5. Gold soap and P. & G. naphtha have been advanced from $4.15 to $4.45 per case.

Package cream cheese has been advanced in the 10c size from 90c to 95c per dozen and in the 15c size from $1.40 to $1.50 per dozen, an increase of 5c to 10c per dozen. Wethey's mincemeat has been advanced from $3.60 for a case of 36 packages to $3.90 per case, an increase of 30c.

All brands of Campbell's soups have been advanced 35c per dozen to the wholesaler. They formerly sold to the retail trade at $1.25 per dozen. They are now being quoted at $1.50 to $1.60 per dozen.

Demand for Molasses Good During Week

Toronto

MOLASSES. — The demand for molasses has been good during the week, with a shortage on some lines of the bulk molasses in the fancy Barbadoes. With the new crop of molasses a considerable distance in the future there is every indication of a continued firmness in this market. Prices locally have remained unchanged during the week. Cane syrups continue in good demand as are also the corn syrups. Prices for the latter have also held steady during the week.

Corn Syrups—		
Barrels, per lb.		0 06
Cases, 2 lb. tins, 2 doz. in case		3 25
Cases, 5 lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls; ¼ bbls. ½c over bbls.		
Cane Syrups—		
Barrels, lb., 5¼c; ½ bbls.		0 05¼
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 75
West India, gal.	0 40	0 43
New Orleans, gal.	0 40	0 43

Canned Pinks and Cohoes Have Arrived

Toronto

CANNED GOODS.—Further arrivals of chums, pinks and cohoe salmon arrived from the West Coast packers during the week and others still are on the way. Chums are selling at recent quotations of $1.20 to $1.45 per doz., while pinks are in 1-lb. talls are quoted at $1.45 to $1.65. In one-half pound tins pinks are selling at $1. Cohoes in 1-lb. talls are quoted at $2.50. There is a good continued demand for corn and peas for this season of the year, as wholesalers never expect a heavy consumption in the period preceding Christmas.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Peas, standards	....	1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	....	1 75

First Shipments of Spanish Valencias In

Toronto

DRIED FRUITS.—Some shipments of Spanish Valencia raisins, contrary to expectations arrived in time for distribution to the trade. The sample was of very good quality and are selling around 11½c. Other shipments are on the way but it is not known when they will arrive as there has been no word about the progress of the shipment. Apricots are in firm market and are quoted up ½c during the week. Some dealers are out of this fruit altogether. Little interest has been shown in this commodity owing to the high prices. Prunes continue in a firm market and at the same quotations as last week. Grecian currants that arrived by the steamer Themistocles on December 12, are expected to arrive from New York in the near future. The only currants available for spot delivery are Australians. These are stated to be of very fine quality. New crop Hallowee dates are in the market and are being sold at 11½c per pound in bulk. Many of the old stocks of Grecian currants are now out. Evaporated apples are in firm market and are being quoted as high as 12½c, with a range down to 11½c.

Apples, evaporated, per lb.	0 11½	0 12
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	....	0 22
Patras, per lb.	....	0 23
Vostizzas, choice	....	0 24
Cleaned ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Packages, 2 doz. in case	3 00	3 90
Dromedary dates, 3 doz. in case	3 85	4 25
Halloween, per lb.	0 11½	0 12
Prunes—		
30-40s, per lb., 25's, faced	....	0 14½
40-50s, per lb., 25's, faced	....	0 13¾
50-60s, per lb., 25's, faced	....	0 12½
60-70s, per lb., 25's, faced	....	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Stds., 50-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.	....	0 10½
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 15	0 16

Higher Prices on Spices Anticipated

Toronto

SPICES.—There is a continued firmness in the spice market that seems to point to considerably higher prices in many lines about the first of the New Year. Black pepper is very firm and will in all probability be advanced 4c to 5c per pound somewhere about the first of the year. Coriander seed and carraway seeds are also in firm market. In fact all goods that are put up in cans or cartons are in very firm market owing to the higher prices that these containers will cost when new contracts are entered into at the beginning of the year. Tin cans will in all probability be advanced to the wholesalers in the neighborhood of 75 per cent. This will mean that the extra cost per dozen cans on the small sizes will range from 8c to 15c per dozen. Demand for all spices has continued good. At present prices are holding steady but higher prices are anticipated in the not distant future on a number of spice lines.

	Per lb.
Allspice	0 18
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30 0 35
Mace	0 90 1 25
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 36 0 39
Pepper, black	0 29 0 32
Nutmegs, selects, whole	0 40 0 60
Mustard seed, whole	0 28
Celery seed, whole	0 40 0 45
Coriander, whole	0 17 0 20
Carraway seed, whole	0 50 0 57
Cream of Tartar—	
French, pure	0 48 0 50
American high test	0 51 0 54

Teas Advance 2c to 4c Per Pound

Toronto

TEAS.—There is a continued firmness in the tea market which has resulted in advances being made in certain grades of teas during the week. In the London market on Monday of this week Indian teas all sold up 1c per pound higher than last week. Orange Pekoes are now quoted 30c to 34c per pound for the good common teas, 32c to 35c for broken Pekoes and 34c to 38c for broken orange Pekoes in the good common teas. This is the first disposition for teas to advance locally within recent weeks although in the London market there have been steadily higher prices. Tea men anticipate there will be a considerably higher market locally after the new year. There is a disposition to ask higher prices at present but the quietness of the pre-holiday trade is acting as a steadying influence.

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	0 26	0 28
Orange Pekoes	0 30	0 34
Broken Pekoes	0 32	0 35
Broken Orange Pekoes	0 34	0 38

These prices do not indicate the wide range in tea values. They are for good common grades, and meant to give some indication of price movements.

Peace Talk Put Firmness in Coffee

Toronto

COFFEE.—There has been a firmness in the primary market for coffee during the past week, brought about by the recent peace proposal. Coffee is one of the commodities that is expected to go up in price considerably as soon as the post-war demand sets in. At the present time coffee is now lower in price than it was before the war even with the extra war duty that has to be paid. Demand has been good for this season of the year. There is a firmness in the chicory market owing to the exhaustion of stocks held at Montreal. Although the growing season for this commodity is just recently over, there are no more stocks available in producers' hands. Since the war chicory has been grown in Quebec, but the supplies are limited and this has put a firmness in the market.

Bogotas, lb.	....	0 25
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 17

Season's Crop of Nuts Not in for Christmas

Toronto

NUTS.—There is a continued shortage in many lines of nuts due to the inability of importers to get their shipments through in time for the Christmas trade. This is a condition over which they have had no control. It has been purely one of shipping. In filberts there is a big shortage and wholesalers are anxiously waiting for shipments to arrive. Some of these are expected to reach the market this week. These nuts will be quoted locally as high as 20c per pound, with a range down to 18c. Peanuts are also in firm market, the range now being quoted from 12c to 14c. Brazil nuts are also very firm, the lower grades being quoted up 2c per pound during the week, the range now being from 20c to 22c. There will also be a shortage in shelled nuts for the Christmas trade, owing to the non-arrival of many of the importations.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 16½	0 17
Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocoanuts, per sack 100	....	7 00

Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.	....	0 65
Pecans, lb.	....	0 85

Singapore Tapioca Arrived in Market

Toronto

RICE AND TAPIOCA.—During the week there has been an advance of ⅛c per pound in Texas, Japans and Carolina rice in the primary market, and this has put a firmness into the local market. In the Japanese and Chinese rices there is also a firmness, due to the higher freight rates of 5c per hundred which the railways will demand after the first of the New Year. The crop in Japan is reported 20 per cent. under that of last year, and this is working toward higher prices in these rices. The demand locally has been good. People are using more rice now, owing to its comparative cheapness. Prices locally have remained unchanged. Some Singapore tapioca is now in the hands of importers locally, being obtained from the London market. This commodity is high in price for future quotations, being practically unobtainable. When present stocks are exhausted there will be a scarcity. All tapiocas are in firm market.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna, fancy	6 00	6 50
Patna, good	5 00	6 00
Tapioca, per lb.	0 10½	0 11

Indian Beans Have Been in Good Demand

Toronto

BEANS.—There has been a heavy demand for Indian beans, with the result that heavy importations have in some instances been cleaned out. Wholesalers report a difficulty in obtaining supplies of Ontario beans, and in some cases these are quoted up as high as $7 per bushel, although the prevailing quotation is from $6.50 to $6.75 per bushel for 1-lb. to 2-lb. pickers. Lima beans are holding steady in price, and are quoted at a range of 9½c to 10½c.

Ontario, 1-lb. to 2-lb. pickers, bush.	6 50	7 00
Rangoon, per bushel	5 50	6 00
Japanese, per bushel	....	6 00
Limas, per pound	0 09½	0 10½

Available Stocks of Cereals Steadying Market

Toronto

PACKAGES.—The market for package cereals has held steady during the week. There is no intimation as yet that the burning of the Quaker Oats plant at Peterboro is likely to cause an increase in the price of these oats. Local warehouses of the company were fairly well stocked with goods, and this has helped matters considerably. As to whether or not the company would rebuild at Peterboro has not yet been definitely announced. An announcement is expected in the near future.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 60
Rolled oats, square case	4 25	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	....	0 08½

Frozen Lake Herring Now Reaching Market

Toronto

FISH AND OYSTERS.—Frozen Lake Superior herring are now reaching the market in fairly large quantities, the first having arrived during the past week. They are selling in 100-lb. sacks at 3¼c to 4c per pound. Weather conditions around the lake have not been very favorable to the freezing of this class of fish, as they are frozen in the open. Labrador herring, in the pickled variety, are higher in price owing to the scarcity and to labor conditions along the coast. Kegs that formerly sold for $3.75 are now quoted at $4, and barrels that sold for $7.25 are now quoted at $7.75. Oysters are in firm market, and have advanced from 10c to 15c per gallon during the week. The labor situation has been the big factor in causing an advance of this commodity. Oyster men state that where men were formerly paid $45 per month, they are now getting $60 per month, and it requires almost a 50 per cent. larger crew to do the same work. Further advances are anticipated in the primary oyster market some time in January.

SMOKED FISH.		
Ciscoes, per lb.	....	0 13
Haddies, per lb., new cured	....	0 11
Haddies, fillets, per lb.	0 12	0 13
Digby herring, bundle of five boxes	....	1 00
Smoked boneless herring, 10-lb. box	....	1 50
PICKLED AND DRIED FISH.		
Labrador herring, keg	....	4 00
Labrador herring, barrel	....	7 75
Salt mackerel, kits	....	2 25
FRESH SEA FISH.		
Crabs, per dozen	....	2 50
Halibut, frozen	0 15	0 15½
Cohoe salmon (red), frozen	....	0 14
Qualla salmon (pink), frozen	....	0 09
Haddock, fancy, express, lb.	0 08	0 09
Steak cod, fancy, express, lb.	0 09	0 10
Flounders, Maritimes		0 09
New York		0 10
Mackerel, frozen, lb.	....	0 10
FRESH LAKE FISH.		
Pike, lb.		0 08
Whitefish, lb., frozen	0 11½	0 12
Herrings, frozen, Lake Superior	0 03½	0 04
Lake trout, frozen, lb.	0 12	0 12½
Smelts, No. 1, lb.	....	0 12
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 40	2 65
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20
Winkles, per bag	....	1 75

Florida Strawberries Reached Market in Week

Toronto

FRUITS. — Florida strawberries reached the local market during the week for the Christmas trade. They are of extra fine sample, and are selling wholesale at $1 per quart basket. They are very much of a delicacy at this time of the year. California navel oranges are reaching the market in somewhat more limited quantities. Wholesalers in certain instances are fairly well stocked up with them. Some snow apples in baskets came in during the week for the Christmas trade. They are somewhat small in size, but in looks have the nicely colored appearance. They were quoted at 30c to 50c per 11-qt. basket. Florida oranges are quoted easier in price, being 25c per case down. Messina lemons are quoted slightly higher for the finer grades at $4.25, being an advance of 25c. There has been a seasonable demand for fruits for the Christmas trade. Prices for the most part have held steady.

Apples—		
Barrel	3 25	6 00
Spys, No. 1	6 00	7 00
Spys, No. 2	....	5 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 25	2 50
Cranberries, bbl.	9 00	11 00
Boxes, 28 qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case	3 25	3 50
Cal. Navels	3 50	3 75
Mexican, case	....	2 75
Tangerines, Florida, case	....	3 00
Grapes—		
California Red Emperor, 33-lb. drums	....	5 00
Spanish Almeria, small bbl., 10 lbs.	7 00	8 00
Grapefruit, Florida, case	3 75	4 00
Grapefruit, Jamaica, case	....	3 00
Grapefruit, Cuban, case	3 00	3 50
Porto Rican, case	....	3 50
Lemons, Cal., case	....	5 00
Messinas, case	3 75	4 25
Pears—		
California, case	....	4 00
Pomegranates, case	....	4 50
Pineapples, Porto Rican	4 50	5 00
Strawberries, 1-qt.	....	1 00

California Celery And New Carrots In

Toronto

VEGETABLES. — Some California celery in cases reached the market during the week, and is quoted at $6.75 to $7 per case. The Ontario case celery is becoming scarcer. This latter is selling at $4.50 per case. New carrots in hampers are also in the market from United States points. They are quoted at $1.50 per hamper. Head lettuce is in the market in fairly good quantity, the price ranging from 25c to 50c per dozen. Green onions continue to hold in the market, and are quoted at 50c per dozen bunches in a bundle. Turnips by the bag are quoted at slightly firmer prices, the range being up as high as 85c.

Artichokes, Cal. French, doz.	....	1 25
Beans, green string, hamper	5 50	6 00
Beets, bag	1 35	1 50
Brussel sprouts, imported, quart	0 20	0 22
Cabbage, barrel	....	3 00
Red, barrel	....	3 25
per pound	....	0 03
Cucumbers, hothouse, doz.	2 25	2 50
Cauliflower, Cal., 12 in box	....	2 00
Carrots, bag	....	1 25
Basket, 11-qt.	0 35	0 40
New, hamper	....	1 50
Celery, Canadian, dozen	0 25	0 40
Case	4 50	4 75
California, case	6 75	7 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Mushrooms, 6-qt.	2 25	2 50
Onions—		
Spanish, crate 120 lbs.	5 00	5 50
Spanish, small crate	....	1 75
B.C. onions 100 lb. sack	3 50	3 75
Green, per bunch	....	0 50
Potatoes—		
New Brunswick, Delawares, 90 lb sacks	....	2 25
Sweet, New Jersey, hamper	....	2 00
Ontario, 90-lb. bags	....	2 15
B.C., 90-lb.	2 10	2 15
Parsnips, bag	....	1 50
Watercress, 11 qt.	0 25	0 50
Parsley, 11-qt.	0 25	0 50
Turnips, 11-qt. basket	....	0 25
Yellow, bag	0 75	0 85

MANITOBA MARKETS

WINNIPEG, December 20. The big news early this week was the advance of 30c per case in the price of soap, brought about by the heavy cost of raw material. An advance in the following was announced Thursday: Sunlight, Taylor's Borax, Comfort, Dingman's Electric, and Royal Crown Laundry. The same day Proctor, Gamble Co. withdrew their prices, and on Saturday morning announced the same advance—30c per case.

The opinion was expressed here that there might be an advance of two to two and a half cents per gallon on Wilson's vinegar. Tapioca is quoted rather low by jobbers just now, but on account of the high primary market, many of them will be compelled to increase their quotations gradually. While rice is very reasonable, all rices are much firmer. An extra fancy Japan is bringing 6c, and fancy 5¾c. Pot barley has advanced further, quotations now being $4.40 to $4.65, but pearl barley remains the same.

Jobbers have been rather surprised at the smaller demand for holiday goods this year compared with last. The value of goods sold may be the same, but the tonnage is by no means as large. Retailers seem to have avoided lines they do not require regularly. There has not been the sale for nuts this year as in former years. There will be a bigger carry over of nuts, which applies in particular to whole nuts—there has been a fairly good demand for the shelled. While some sales have been made as low as 16½c, the average price for Brazils seems to have been around 18c to 19c for medium and large respectively, with half cent more for less than sacks.

There is no doubt about it, that the West is not buying luxuries in the same quantity as last year; and this is not attributed altogether to the crop. Prices are so high, people are hesitating about buying.

Honey is said to be particularly good value just now, as it is impossible to buy in the East at what jobbers are offering it at here. California raisins are also good value, for as far as we can learn, they cannot be bought for anything like jobbers' prices. There is a tendency for packers of teas to advance their prices, the lead being taken out by one of the largest last week. Others will possibly follow. Paper and paper bags are very firm.

Sugar and Syrups In Fair Demand

Winnipeg

SUGAR.—A decline of 10c per 100 lbs. has taken place in the price of sugars. Quotations are now as follows:

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 35
Extra ground or icing, boxes	9 15
Extra ground or icing, bbls.	8 85
Powdered, boxes	8 95
Powdered, bbls.	8 75
Hard lump (1 9-lb. case)	9 25
Montreal yellow, bags	8 90
Sugar, Western Ontario	
Sacks, per 100 lbs.	8 35
Halves, 90 lbs., per cwt.	8 45
Bales, 20 lbs., per cwt.	8 45
Powdered, 50s	9 05
Powdered, 25s	9 25
Icing, barrels	9 05
Icing, 50s	9 25
Cut loaf, barrels	9 20
Cut loaf, 50s	9 40
Cut loaf, 25s	9 45
Sugar, British Columbia—	
Extra granulated sugar	8 35
Bar sugar, bbls.	8 75
Bar sugar, boxes, 50s	8 95
Icing sugar, bbls.	8 85
Icing sugar, boxes, 50s	9 15
H. P. lumps, 100-lb. cases	9 25
H. P. lumps, 5 lb. boxes	9 50
Yellow, in bags	7 90

SYRUPS.—There is no change in corn or cane syrups. Now that preserves are getting cleaned up a little, there should be a fairly good demand.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	5 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 61
New Orleans, ½ bbls., gal.	0 42

Evaporated Apples Advance in Price

Winnipeg

DRIED FRUITS.—It is stated that California raisins are good value at present figures, and that it would be difficult for jobbers to replace their stocks at the same prices. There will be an easing off in the market for Australian currants early in 1917, when the trade should be able to get them for 18c. This, it is claimed in some quarters, will put Greek currants off the market, probably. Some jobbers have had the latter returned to them on account of poor quality, whereas Australian currants arriving are of first-class quality. Prunes are very firm, in fact all California fruits are firm. There has been a further advance in evaporated apples, these being quoted to the retail trade to-day at 11c; they are likely to go higher later on.

Dried Fruits—		
Apples, evap. new, 50-lb. boxes, lb.		0 11
Apples, evap., old, 50-lb. boxes, lb.		0 08½
Pears, choice, 25's		0 11½
Apricots—		
Choice, 25's		0 18½
Choice, 10's		0 19½
Peaches—		
Choice, 25-lb. boxes		0 08½
Choice, 10-lb. boxes		0 09½
Currants—		
Fresh cleaned Australian, lb.		0 19
Amalia, Greek, wet cleaned	0 18	0 18½
Dates—		
Hallowee, loose, per lb.		0 09
Hallowees, new, bulk, lb.		0 11½
Fards, box, new, 12 lbs.		1 95
Raisins, California—		
16 oz. fancy, seeded		0 11½
16 oz. choice, seeded		0 11
12 oz. fancy, seeded		0 09½
12 oz. choice, seeded		0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's		0 09¼
3 crown, loose, 50's		0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25's		0 09
3 crown, loose, 50's		0 08¾
Figs, cooking, lb.		0 08
Prunes—		
90 to 100, 25s		0 07¾
40 to 50, 25s		0 10⅝
Peels—		
Orange, lb.		0 20½
Lemon, lb.		0 19½
Citron, lb.		0 24

Shortage Noticed In Beans

Winnipeg

DRIED VEGETABLES.—Beans are still very high. A cable arrived this week from Japan, quoting a price around $6.50 per bushel. California white beans are quoted 10c per lb. f.o.b. San Francisco, which is about $6 per bushel. Michigan are costing around $6.70 per bushel. Few Ontarios are being quoted here; apparently they are using them all in the East. Thus the retailer, who is to-day paying from $5 to $5.30, can see how high the market is. Lima beans are expected to advance again, as there has been a considerable firming up in California. It has been found there that there is a shortage, whereas it was expected there would be goods left on growers' hands. A local house quotes new California Limas as follows: Sacks, 9⅜c; less than sacks, 9⅝c. Barley is also tending up again, especially on pot barley.

Beans—		
Japanese, white beans, bushel	4 75	5 30
Manchurian, bushel	4 25	4 65
California Lima Beans—		
80-lb. sacks		0 09¾
Barley—		
Pot, per sack, 98 lbs.	4 40	4 65
Pearl, per sack, 98 lbs.	6 00	6 60
Peas—		
Split peas, stk., 98 lbs.	6 00	6 60
Whole peas, bushel		4 00

RICE AND TAPIOCA.—While rice is still cheap, there has been a firming up on all lines. Dealers may expect a gradual increase on tapioca and sago prices.

Rice and Tapioca—		
Ex.-fancy Japan, per lb., 100-lb. bags		0 06
Fancy Japan		0 05¾
No. 2 Japan		0 04⅝
Siam, per lb., 100-lb. bags		0 04½
Patna, per lb., 100 lb. bag		0 07¼
Carolina, per lb., 100-lb. sacks		0 08½
Sago, pearl, sacks, per lb	0 07	0 08
Tapioca, pearl	0 08¼	0 09

COFFEE.—The market has no special feature; if anything, prices should be lower on Rios early in the new year.

JAMS.—All jams are tending upwards. Wagstaffs have advanced their quotations 2c on 4-lb. tins, and 5c per doz. on glass. Jobbers are finding difficulty securing supplies of 4-lb. tins of marmalade.

High Price Curtails Consumption

CANNED GOODS.—A broker who has brought considerable canned goods in from the States this fall states that American tomatoes are easier. This is very important, as tomatoes are an important line. Baltimore tomatoes are said to be down 10c per doz. Other lines of American canned goods are rather inactive. It is realized now that the consumption of canned goods is considerably curtailed on account of the high

(Continued on page 50.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Dec. 19. — Seasonable weather now settling in there having fallen ten inches snow last three days makes it easy for farmers to come to town. There is a considerable flurry in business everywhere. Jobbers report that sales last week eclipsed anything for months past. Saturday flour dropped to eight fifty barrel but immediately recovered and went to nine dollars. Gold soap, Royal crown, Sunlight all advanced thirty cents case. Many lines of washing poyders have advanced. Sugar dropped ten cents nineteenth instant bringing price to eight eighty-five for granulated hundreds; eight forty-five for yellow. Beans stiffened owing to strong advance in primary markets. Rolled oats show a slight decline as result of easy price on milling oats. In sympathy with pork products lard increased half cent pound basis, pure thirteen twenty. Compound ten eighty. All lines evaporated fruits continue firm with good demand local stocks Christmas specialties will be practically cleaned up before Christmas day. Beans now ten to eleven tomatoes four fifty.

EDMONTON:

Beans, small white, Japan, lb.	0 10	0 11
Flour, No. 1 patents, 98s, barrel	....	9 00
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s, basis	....	3 70
Rice, Siam, lb.	....	**0 04½**
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1, Ontario, large	....	0 26
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	13 20
Bacon, smoked backs, lb.	....	**0 25**
Bacon, smoked sides, lb.	....	**0 26½**
Eggs, No. 1	....	0 42
Eggs, storage, case	....	11 50
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard case	....	3 20
Peas, 2s, standard case	....	2 90
Apples, gals., Ontario, case	....	2 45
Strawberries, 2s, Ontario, case	....	**5 50**
Raspberries, 2s, Ontario, case	....	**5 50**
Peaches, 2s, Ontario, case	....	4 10
Salmon, finest sockeye, tall, case	....	13 50
Salmon, pink, talls, case	....	**5 00**

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 19.—Sugar has dropped ten cents and a further decline seems probable. No. 1 patent flour has been fluctuating between four twenty-five and four eighty-five. To-day's price four-seventy. Storage eggs are slightly cheaper the highest price being quoted is now eleven fifty case. Mostly all brands laundry soaps are up thirty cents case. Rolled oats, eighties are quoted at three fifty-five. Compound lard dropped half cent pound. Pure lard is firm with advances probable. Roll bacon Ayrshire cut advanced a cent, cooked hams up half cent. Brazil nuts were selling at twenty-four cents till arival of car yesterday brought them to eighteen and twenty cents.

CALGARY:

Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	....	4 70
Molasses, extra fancy, gal.	....	**0 77**
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	**0 09**
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1 Ontario, large	....	0 26¼
Butter, creamery, lb.	....	0 44
Lard, pure 3s, per case	....	13 20
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	....	11 50
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case	....	3 90
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a.cse	5 00	5 50

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, Dec. 19.—Grocers have found the wholesale market this week something that required careful watching, and some benefited in price by waiting. Eggs have dropped off 2c a dozen, despite the fact that Christmas is so near. The main shipments of Christmas poultry arrived to-day. In spite of talks of boycotts, the price is firm at 38½c to 40c lb. for turkeys, 28c for geese, and 27c for ducks, with chickens 30c. The butter market is firm, though some storage stuff has been loosened out in the last few days. The price still runs from 45c to 47c a pound. Christmas fruits are moving out freely, but there is practically a famine in Japanese oranges, and the price has gone up to 50c a box. A sluggish demand for grapefruit has brought the price down. The flour situation is very unsettled. The price for patent is now $9.70 a barrel, which is $1.10 below the highest price on record, which was reached about a week ago. The grocers have won the fight regarding bread, and the wholesale price for 20-ounce loaf is 8c, retailing for 10c. The potato market is easier, many grocers were stocked up. The price down retail to $1.30 to $2 a sack from $1.65 to $2.75 last week. Wholesale prices show no change. Business is brisk.

VANCOUVER, B.C.:

Beans, small white Japan, lb.	Open, scarce	
Flour, No. 1 patents, 98s		4 85
Rolled oats, 80s		3 55
Sago and tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 50
Cheese, No. 1 Ontario, large		0 27¼
Butter, creamery, lb.	0 45	0 47
Lard, pure, 3s, per case		12 60
Bacon, smoked backs, lb.		0 25
Bacon, smoked sides, lb.		0 25½
Eggs, new-laid, doz.		0 53
Eggs, storage, doz.	0 36	0 38
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case		3 00
Peas, 2s, standard case		3 00
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 25

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Dec 19.—Flour has taken several drops during the past week or two. On Dec. fifteenth it fell fifteen cents and again on Dec. eighteenth, ten cents. Number 1 patents, ninety-eights per barrel is quoted at nine dollars and fifty cents. Rolled Rolled oats are lower. Bails three dollars and ninety cents; eighties, three dolars and twenty-five cents; forties, one dollar and sixty-five cents; twenties, eighty-five cents. Butter is higher at forty-seven, and eggs newly laid are quoted at fifty. Nearly all lines of soap have advanced about thirty cents a case. Lard has advanced and three's are quoted at thirteen dollars forty-five cents. All washing powders have advanced twenty cents per case. Campbell's soups are also up eighty cents case. Curants are four cents higher at twenty-two cents.

REGINA—

Beans, small white Japan, bush.	....	5 10
Flour, No. 1 patents, 98s, per bbl.	....	9 50
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 90
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08¾
Sugar, pure cane, granulated, cwt.	....	8 64
Cheese, No. 1, Ontario, large	....	0 28
Butter, creamery, lb.	....	0 47
Lard, pure, 3s, per case	....	13 45
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 50
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s, standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	6 60	6 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	....	0 50
Eggs, storage	0 40	0 42

(Continued on page 50.)

FLOUR AND CEREALS

Flour Market Is On The Firm Trend

Opinions Revert to the Idea of "$12" Flour Again Winter Wheat Quiet: Feeds Very Firm.

Montreal

FLOUR AND FEEDS.—The market for flour, uncertain for some weeks past, has been awaiting the words of Lloyd George to take a turn towards firmness again, and the feeling of many voicing opinions this week has been that once again $12 flour is in sight for the chances of peace are remote, and the end of the war alone could effect a great change in flour price conditions. At the time of writing (December 19), there were hints of an increase perhaps near in flour, but quotations made on that date were lower than those given last week. Winter wheat flour is in very quiet, and hand-to-mouth condition, but when the St. Lawrence freezes hard over, and good snow roads are available more of this will come in from the South, and there will be an active market it is believed. For feeds the conditions are firm to firmer, no let up in any respect but a very marked shortage.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 30	10 30
Second patents	8 80	9 80
Strong bakers	8 60	9 60
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 35
Bran, per ton	32 00	33 00
Shorts	35 00	36 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel	....	0 69

CEREALS REFLECT WHEAT TENDENCIES

Montreal

CEREALS.—With the uncertainty of wheat and the lower prices of flour the cereal market passed through a phase of equal uncertainty but there were no declines in packet cereals to retailers. The package materials alone would keep packet cereals steady even in the face of fluttering wheat markets. All the cereals in winter demand are active at present, and at firm prices. Demand is not showing any reducing tendency, in fact the outlook is still to firmness for cereals. Barley continues very scarce. Oats were rather easier. The wheat based cereal products reflect the wheat tendency and the prices of flours upon which their manufacture is based.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	....	5 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 30
Cornmeal, yellow, 98 lbs.	....	3 25
Graham flour, 98 lbs.	....	4 40
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 76
Oatmeal, standard, 98 lbs.	....	4 25
Oatmeal, granulated, 98 lbs.	....	4 25
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 95
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 40
Wheatlets, 98 lbs.	....	4 65

Flour Declines 70c. During the Week

Toronto

FLOUR.—Two declines were registered in flour during the week—one going into effect on Thursday of last week, and which amounted to 40c, while the other followed on Saturday, the amount of the latter decline being 30c. Manitoba first patents flour is selling at the time of writing at $9.20 per barrel in car lots and $9.40 in small lots. As announced in CANADIAN GROCER last week, the flour market was in a weak condition, and was due for a decline. Flour was at that writing last week selling at $9.90 in car lots. During the week the wheat market sagged to a comparatively low point when recent high prices are borne in mind. The influence was the so-called proposal for peace put forward by the enemy powers. On Wednesday of last week wheat closed at Winnipeg for the cash article at $1.73¾. On Thursday it held steady and closed at the exact figure of the previous day. Friday, however, there was a big drop, a decline of 15⅝c being recorded in cash wheat prices for that day. On Saturday there was a recovery, and wheat went up again 9⅞c to $1.68. Monday closed at the same figure as Saturday, and Tuesday was 1¾c higher than Monday. The effect of Premier Lloyd George's speech in the British Parliament asserting that peace could not be considered until victory is achieved has had the effect of putting firmness into the market. In the face of the upward tendency of wheat and the bullish nature of the war talk, flour is again in a fairly firm position. There is uncertainty in the market. Ontario winter wheat declined during the week also, the best patents selling at $8.60 in car lots and $8.10 for second patents.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	9 20	9 40
Second patents	8 70	8 90
Strong bakers	8 50	8 70
Ontario Winter Wheat Flour—		
High patents	8 60	9 00
Second patents	8 10	8 40

YELLOW CORNMEAL ADVANCES 5c BAG

Toronto

CEREALS.—Cereals for the most part have held steady during the week. Graham flour, whole wheat flour and wheatlets have declined in sympathy with wheat, while yellow cornmeal has advanced 5c per bag, and is now quoted at $3.10 to $3.20 per 98 lbs. Demand for cereals has been somewhat light during the week, as dealers are not laying in stocks in the pre-holiday period.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 50	6 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 10	3 20
Graham flour, 98 lbs.	4 35	4 45
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	4 35	4 45
Wheatlets, 98 lbs.	4 60	4 70

MILL FEEDS HOLD IN FACE OF WHEAT DECLINES

Toronto

FEEDS.—In the face of the slump in the wheat market during the week all mill feeds held firm. There is a continued good demand. The amount of feed being produced has been curtailed owing to the slack demand for flour in view of a declining flour market. A declining market invariably has the effect of shutting off demand until such time as it becomes apparent where the price level is likely to settle. There is a continued firmness in feeds, also due to the provision of the British Government that the flour shall contain 76 per cent. of the wheat berry of the No. 1 Northern wheat, 75 per cent. of No. 2 Northern, and 73 per cent. of No. 3 Northern. This will curtail the available supply of feeds to a certain extent. All flour entering the British Isles henceforth must be of the above content.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	33 00	35 00
Shorts	36 00	38 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 60	0 62

(Continued on page 49.)

Merry Christmas
and
Happy New Year

to our many friends and patrons
throughout the country

May our pleasant business
relations continue for
many years.

CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Provisions Steady; Hogs In Demand

Montreal—

PROVISIONS.—Owing to the cold weather, there has been a better demand for dressed hogs from the butchers. Dressed hogs have been selling at from 17¾c to 18c a pound, an advance of from a ¼c to ½c during the week past. Live hogs, in fair supply, have been selling at $13 to $13.25 per 100 lbs., an advance of 25c to 35c over prices of last week. The end of Advent, with three fast days in the final week, keeps the market for meats quiet still, but the holiday season demand promises to be active. The market for smoked meats and lard continues firm.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 21¼	0 21½
Tubs, 60 lbs.	0 21¾	0 22
Pails	0 22	0 22¼
Bricks, 1 lb., per lb.	0 23	0 23¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

SUPPLIES OF TURKEYS BELIEVED SUFFICIENT

Montreal—

POULTRY.—Owing to the cold weather, there is very little live poultry being shipped, but what has been shipped has met with a ready sale. Prices of dressed poultry remain steady. Some lines are shaded a little higher. It is not expected that there will be any lower prices for Christmas and New Year's, as the quantity being brought in from the country points is not heavy. The demand for turkeys is good, and it is expected that there will be enough poultry generally to supply the trade.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 20	0 22
Old roosters	....	0 15
Broilers	0 17	0 18
Roasting chickens	0 20	0 21
Young ducks	0 17	0 18
Turkeys (old toms, dressed, lb.)	....	0 27
Turkeys (young)	0 28	0 30

UNUSUALLY SMALL RECEIPTS OF EGGS

Montreal—

EGGS.—Receipts of eggs in Montreal for the week ending December 16 were very much smaller than usual. Only 421 cases were recorded. For the same period of last year 3,479 cases came in. But the total receipts from May 1 of this year to December 16 compare well with the receipts over the same period of 1915. The receipts for 1916 period are 621,981 cases, and for 1915 period 508,020 cases. There is nothing special to report as to actual market conditions for eggs. Demand for export is practically over. Local trade continues good, the cold weather having firmed up the market considerably. No doubt the extra demand for eggs noticed is due to Xmas baking.

Eggs—		
New laid	0 60	0 70
Selects	....	0 44
No. 1	....	0 40

BUTTER SENT WEST FROM MONTREAL NOW

Montreal

BUTTER.—Receipts of butter in Montreal for the week ending December 16 were 3,341 packages. For the corresponding period of last year the number of packages received was 3,343. Quality of the newly-churned butter received is poor now, the butter being "fodder" butter, short grained, and the market for this fresh-made butter is lower in consequence. For select trade, finest fall-made butter is supplying the demand at unchanged prices. Shipments of butter were made westwards from Montreal during the week, the resources of Quebec (the "butter" province) being drawn upon to replenish stocks running low to the West. There is also a fair export demand still, and one leading butter merchant of Montreal points out that should butter prices go lower in Canada a vigorous exportation will ensue, because the prices available through export will still rule high, and if higher than local prices will bring about an absolute shortage of butter in Canada. This would bring prices back to levels that would reduce export.

Butter—		
Creamery, prints (storage)	....	0 45½
Creamery, prints (fresh made)	....	0 43½
Creamery, solids (fresh made)	....	0 43
Dairy prints, choice, lb	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

FIRMNESS CHARACTERIZES CHEESE MARKET ALWAYS

Montreal

CHEESE.—Close of navigation, which formerly found heavy stocks of cheese in Montreal storage warehouses still unsold, finds a different condition this year, many large stocks being held simply for delivery to French or British buyers whose contracts to purchase at very firm prices are in the hands of the holders of the cheese. Cheese achieved its record "high" in price for Montreal market at 25½c paid for finest Western colored recently, 24c being quite an average price under present conditions. It is suggested by at least one market authority that if butter prices should decline, the result would be a diminution in manufacture of butter and a marked increase in manufacture of cheese for export, export demand being responsible for the high prices of both butter and cheese. Receipts of cheese in Montreal for the week ending December 16 are only very slightly in excess of receipts for the corresponding period last year, the figures being for the period this year 5,875 boxes, and for last year 5,855 boxes. Local demand keeps steady and good. Prices are unchanged for local supply.

Cheese—		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	....	0 26
Stilton, per lb.	....	0 28
Fancy old cheese, per lb.	....	0 28

HONEY PRICES SHOW A ONE-CENT ADVANCE

Montreal

HONEY.—Prices of honey have advanced 1c per lb. during the past week. Dealers report a very heavy demand for all lines of honey. Supplies are ample to meet local requirements, and should a demand set in shortly from Ontario for Quebec Province honey, there will no doubt be supplies available to meet this

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 10	0 10½
Buckwheat, 60-lb. tins, per lb.	0 09¾	0 10
Clover, 5-10 lb. tins, per lb.	0 13	0 14
Clover, 60-lb. tins	0 11½	0 12
Comb, per section	0 15	0 16

Hogs Go Up Again 50c. Per Hundred

Dealers Look for Higher Prices—Farmers Sacrificing Their Stock—May Be Shortage Next Spring—Lard Holds Firm

Toronto

PROVISIONS.—Live hogs are quoted 50c to 75c per hundred nigher this week and dressed have advanced by an equal

amount. There continues a good demand for export. Farmers have been sacrificing some under-sized hogs because they have felt that feed was too high in price. This in the opinion of dealers points to a scarcity of hogs next spring. Quite a number of brood sows have been disposed of by farmers and this also gives an indication that the supply of porkers will be curtailed. This is pointed to as a short-sighted policy. There will no doubt be high prices for those who have hogs to sell next year. Lard has held steady during the week, trade being somewhat quiet. Shipments have been fairly heavy although the cash business has been easier. Deliveries are now being made on goods booked. All cooked meats have held in a steady market during the week.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 20½	0 21¾
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	17 00	17 50
Live, off cars		12 25
Live, fed and watered		12 00
Live, f.o.b.		11 50

BOYCOTT IN UNITED STATES HAS AFFECTED BUTTER

Toronto

BUTTER.—Although there has been no actual boycott in Canada there has been a sort of tacit understanding to let up a little on the consumption of butter. This has been influenced no doubt by the boycotts that have taken place in certain parts of the United States. The result in Canada is a continued easy tone in the butter market. Prices in certain instances, however, were shaded upward 1c per pound, especially in the dairy make of butter. Stocks of butter are not heavy. The buying has been from hand to mouth. There is a firmer undertone to the market due to the slightly higher prices that are being paid at Chicago.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 42	0 45
Dairy prints, lb.	0 40	0 42
Bakers	0 37	0 38

STORAGE EGGS ARE QUOTED 1c DOWN

Toronto

EGGS.—The same conditions prevail in eggs as are affecting butter. The talk of boycotts in the United States has actually affected the consumption in Canada. The easier tone noted in the egg market last week has persisted and the result has been a decline of 1c per dozen in storage eggs during the week. Trade in eggs for the most part has been dull. There is an undertone of firmness to the market as the Canadian supplies of storage eggs are getting low and American eggs will no doubt be brought into the local market in the near future to take care of the requirements. A firmer tendency in prices was evident in the egg market at Chicago during the week.

Eggs—		
New laid, cartons	0 65	0 70
No. 1 storage, cartons	0 40	0 42
Selects, extra	0 42	0 45

FODDER CHEESE IS NOT PLENTIFUL ARTICLE

Toronto

CHEESE.—Some commission men have experienced a difficulty in getting supplies of fodder or winter cheese. They have been in the market for the product but report that it is difficult to obtain. The demand for cheese of all kinds has been fair during the week, with considerable still going into export channels. Locally the price has remained unchanged from the quotations given last week.

Cheese—	Per lb.	
New, large	0 25	0 26

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

GEESE COMING UP IN GOOD QUANTITIES

Toronto

POULTRY.—There is a scarcity reported in turkeys this year but geese are reaching the market in fairly large numbers, which will no doubt help solve the demand for Christmas fowl. Chickens have been reaching the market in fairly good quantities also, although the run has not been as heavy as it was some few weeks ago. Commission men are looking forward to a good trade in poultry this Christmas, with the bulk of the trade running to chickens, ducks and geese. Prices have remained steady during the week.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 13	0 17
Old roosters	0 11	0 14
Young ducks	0 14	0 19
Old ducks	0 13	0 15
Geese	0 12	0 17
Young turkeys, 9 lbs. and over	0 20	0 22
Young turkeys, under 9 lbs.	0 18	0 18
Old Toms	0 18	0 18

Prices are those paid at Toronto by commission men

QUEBEC HONEY NOW REACHING ONTARIO

Toronto

HONEY.—Supplies of honey from Ontario points are about all in with the result that some of the first shipments from the province of Quebec reached the market during the week. These supplies are expected to grow from that source as the season advances. There has been a fair demand for the product locally, with no price changes recorded.

Honey—		
Clover, 5 and 10 lb. tins	0 13½	0 14½
60-lb. tins	0 12¼	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09	0 10½

PROVISION PRICES FIRM AND UNCHANGED

Winnipeg

PRODUCE AND PROVISIONS. Last week live hogs jumped from 11.15 to 11.35 although there was a heavier run. The reason given was that the demand was greater than the supply, packers being very aggressive buyers, and they did not seem to get what they wanted. There seemed to be a downward tendency however, for this week. Bigger runs are expected after the first of the year. Provision prices remain firm, and unchanged. The same applies to lard; pure is quoted in a basis of 20¼-20½c for tierces, and 16¼c for compound. Egg prices remain the same. The demand is by no means active. The market is rather nervous, with a tendency downward on account of a drop in the American market, which however will not have a direct effect here. Stocks here are light, and we are not likely to see lower prices for a while. Butter jobbing has been quiet during the past week, altho' some sales in car lots were made at 44c for No. 1 stock, and 42½c for mixed No. 1's and 2's. In the city fresh made is bringing 43c, and No. 1 storage stock 42c, No. 2, 40c.

Hams—		
Light, lb.		0 25
Medium, per lb.		0 23
Large, per lb.		0 21
Bacon—		
Breakfast, per lb.		0 24
Breakfast, select, lb.		0 27
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16
Barrelled Pork—		
Mess pork, bbl.		30 00
Lard, Pure—		
Tierces		0 20½
20s		4 12
Cases, 5s		12 90
Cases, 3s		13 05
Lard, Compound—		
Tierces		0 16¼
Tubs, 50s, net		8 25
Pails, 20s, net		3 37
Butter—		
Fresh made creamy, No. 1 cartons		0 42
Best dairy		0 38
Fresh Eggs—		
New laids	0 45	0 50
Extras, in cartons		0 43
No. 1, candled		0 39
Cheese—		
Ontario, large		0 25½

DEATH OF W. McGAW

Walter McGaw, Kincardine, died at the General Hospital, where he had been operated on for appendicitis. Mr. McGaw had been associated with his father in the grocery business for years, and assumed the bulk of responsibility.

ISSUE FRAUD ORDERS AGAINST COMPANIES

Fraud orders have been issued by the Postoffice Department against the Guarantee Grocery Company, of East Kildonan, Man., and Kee Fung Tong, of Vancouver, B.C. No letters may be forwarded to these addresses.

WEEKLY GROCER MARKET REPORTS

(Continued from page 44.)

price. A local jobber this week came out with a price of American tomatoes at $2.95 per case of 2's, and a price on Canadian tomatoes that was surprisingly low. This particular house is probably selling very near the cost price. Another Winnipeg jobber announces that they will have to limit customers' orders for canned salmon in order to conserve their stocks.

Agricultural College Supplies Retailers

Winnipeg

FISH AND POULTRY.—Last week-end no Atlantic frozen fish had arrived. Some of the wholesale fish houses had supplies of finnan haddie, which they were selling at 13½c; they expected to have stocks for quite a while. Kippers were bringing $2 per box. Pickerel and other lake fish were difficult to obtain as, owing to the mild weather, difficulty was experienced getting it in. The supply is heavy, however, once it arrives. For halibut, dealers are paying 14c, salmon 15c, and 9c for whitefish. Poultry is fairly plentiful for the Christmas trade, but there are not as many turkeys as dealers would like; heavy fowl are also scarce. The Agricultural College in Winnipeg has been bringing in turkeys for feeding purposes and, for that purpose have established an experimental feeding station. They are supplying the retail trade, but they cannot keep the trade supplied; their prices are around 28c and 29c, whereas wholesalers are getting 30c and 32c for them dressed. Chicken is bringing 22c.

Oysters, Imperial gallon		3 00
Whitefish		0 09
Salmon, frozen		0 15
Halibut, fresh		0 16
Halibut, frozen		0 14
Lake trout		0 13
Cod, frozen		0 10
Smoked goldeyes		0 56
Kippers, boxes		2 00
Bloaters, boxes		2 00
Mackerel, 10-lb. kits		3 50
Poultry, Dressed—		
Good fat chickens	0 22	0 25
Good fat hens	....	0 20
Turkeys	0 30	0 33
Ducks	....	0 24
Geese	....	0 22

Smaller Demand For Fancy Lines

Winnipeg

FRUIT AND VEGETABLES. — Wholesalers found things rather quiet during the past week, and it is hoped that things pick up better this week for the Christmas trade. The demand for fancy grocery lines is also smaller this year. Men in the fruit business blame the cold snap for the quietness. The demand for oranges is good, and there is a noticeable decline in the market, caused by heavy supply. Navels are down to $3.50 per case, and Floridas are bringing the same figure. Lemons are also down, now selling for $4.50 per case, but dealers do not think they are liable to go much lower. Nova Scotia Kings are off this market.

Manitoba potatoes, 10-bushel lots	0 90	0 95
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg	....	0 85
Celery, Cal., doz.	....	1 25
Carrots, bushel	....	0 75
Turnips, bushel	....	0 60
Onions, per cwt.	....	3 50
Cabbage, per cwt.	....	2 00
Cauliflower, Cal., per doz.	2 00	2 25
Head lettuce, Cal., doz.	....	1 25
Imported mushrooms	....	0 90
Sweet potatoes, bbl.	5 00	5 50
Fruits—		
Oranges, navels, case	....	3 50
Oranges, Japanese, box	....	0 65
Oranges, Florida, box	....	3 50
Lemons	....	4 50
Grape fruit	....	4 50
Emperor grapes, kegs	....	5 50
Malaga grpaes, kegs	7 00	10 50
Ontario Greenings	....	5 50
Ontario Spies	7 00	7 50
Ontario Baldwins	6 00	6 50
N.S. Kings	4 75	5 25
B.C. box apples	1 65	2 50
Cranberries, bbls.	....	11 00
Melons, Casaba, doz.	....	2 50
Pears, Winter Nellis, box	....	3 50
Pears, D'Anjou, box	....	4 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

(Continued from page 45)

St. John, N.B., Dec. 19.—Volume of business has continued well up to mark this week but the rush is now slackening as filling of Christmas orders is completed. Week has been marked by substantial reductions in two important staples. Manitoba flour dropped 40 cents on 14th, and 30 cents on 16th, making present price $10.20. This is $1.30 less than top price reached at end of November. Drop due to reaction in wheat market following peace proposals and jobbers anticipate advance with unfavorable reception of proposals by Allies. As result favorable reports of prospects for new crop anticipated reduction in sugar has begun with ten cent drops on 13th and 19th. Present prices standard granulated $7.75 to $7.80; united empire, $7.65 to $7.70; bright yellow $7.55 to $7.60; No. 1 yellow $7.35 to $7.40; Paris lumps $9 to $9.25. Molasses scarcer and price up now 62 to 63. Signs of weakening in potato market failed owing to lifting of embargo and stock now firm at $3.50.

An interesting feature of the Christmas market which had been bare of nuts was last minute arrival of stock by steamer Scandinavian which were not discharged until Monday. Stocks of walnuts and almonds eagerly welcomed and arrival of filberts about same time also relieved situation. Within two days entire arrivals distributed. Wire inquiries from upper Canadian and Western points indicate scarcity there. Local prices in bag lots almonds 20, Brazil 23, filberts 18, walnuts 16, with one cent added for broken lots.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	....	10 20
Ontario	....	9 95
Cornmeal, gran., bbls.	....	7 50
Cornmeal, ordinary, bags	....	2 50
Flour, buckwheat, 100-lb. bag	5 75	6 00
Molasses, extra fancy, gal.	0 62	0 63
Rolled oats, bbl.	....	8 25
Beans, white, bush.	....	7 00
Beans, yellow-eyed	....	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 75	7 80
United Empire	7 65	7 70
Bright yellow	7 55	7 60
No. 1 yellow	7 35	7 40
Paris lumps	9 00	9 25
Cheese, N.B., twins	0 25	0 25½
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22¼	0 22½
Lard, compound	0 18	0 18¼
Beef, corner, 1s	3 00	3 50
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75
Salmon, Cohoes, case	....	9 00
Salmon, Chums	4 75	5 00
Sardines, domestic, case	....	4 60
Cream tartar	0 42	0 45
Currants, lb.	....	0 21
Raisins, choice, lb.	....	0 11½
Raisins, fancy, lb.	....	0 12
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	....	0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 11¾	0 12
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	....	5 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	3 75	5 00
Grapes, Malaga, keg	7 00	8 00
Grapefruit, each	0 05	0 05½
Potatoes, bbl.	....	3 50

FLOUR AND CEREALS

(Continued from page 46.)

FLOUR UNSETTLED; FEEDS REMAIN FIRM

Winnipeg

FLOUR AND CEREALS.—Last week end millers were not disposed to talk about the market, as the collapse of wheat, following Germany's offer of peace terms, left them bewildered. Some of the millers dropped their prices 70c per bbl. in anticipation of a further decline, whereas on Saturday the market recovered eight or nine cents. The Western Canada Flour Mills withdrew from the market altogether, preferring not to do business until the market was more settled. Other millers were quoting first patents at $8.50. The market has firmed out however and on Wednesday the price was $9 for first patents. In Eastern Canada millers did not drop their prices as much as in the West, being content with a decline of 30c per bbl. compared with 70c in Winnipeg. At the same time rolled oats dropped 20c for 80's, and were quoted $3 by the mills, and $3.10 by some of the jobbers, who no doubt had stocks. This decline was made necessary by a decline in oats. Feeds remained firm, bran selling at $28, and shorts and middlings at $30. It is a surprising thing that farmers in the West are selling their feed wheat for 83c per bushel —equal to $30 per ton—and are buying shorts at the same price.

Flour—		
Best patents	....	9 00
Bakers	....	8 00
Clears	....	7 30
XXXX.	....	6 30
Cereals—		
Rolled oats, 80 lbs.	....	3 00
Rolled oats, pkgs., family size	....	4 10
Cornmeal 98's	....	3 20
Oatmeal, 98's	....	4 00
Feeds—		
Bran, per ton	....	28 00
Shorts, ton	....	30 00
Middlings, ton	....	30 00
Mixed chop, ton	....	31 00

Armour's QUALITY PRODUCTS

Armour's Oval Label— A Mark of Quality and Service

Trade-Makers and Profit-Producers

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

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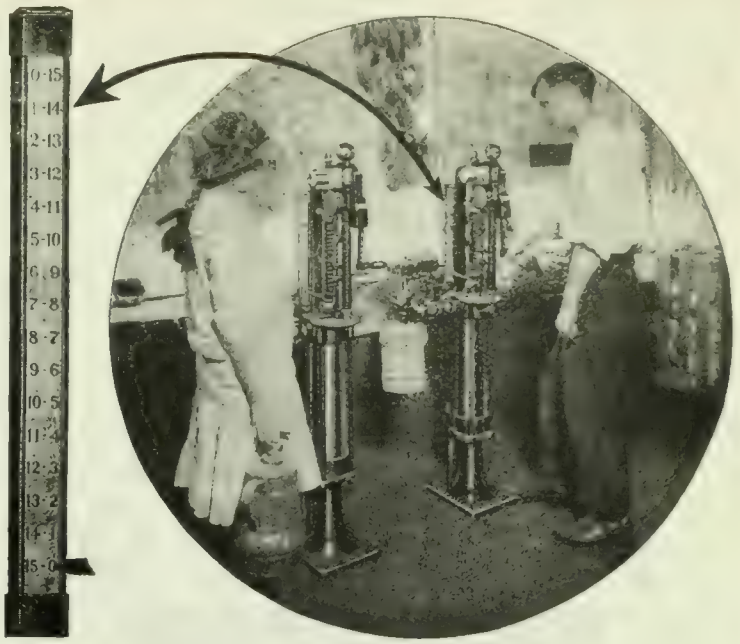
Hamilton - Ontario - Canada



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You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

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Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

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If any advertisement interests you, tear it out now and place with letters to be answered.

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NOTHING LIKE IT!
NO BONES!
ALL MEAT!

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Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

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BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	3 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	
Family, Plain, ... doz.; Family, Tomato Sauce, ... doz.; Family, Chili Sauce, ... doz.; 3's, Plain, Flats, Aylmer only, ... doz.; 3's, Tomato Sauce, Flats, Aylmer only, ... doz.; 3's, Chili Sauce, Flats, Aylmer only. .... doz.; 3's, Plain, Tall, ... doz.; 3's, Tomato Sauce, ... doz.; 3's, Chili Sauce, ... doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), ... doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12½
30's Tin or Wood, one pail only, per lb.	0 12½

BLUE

Keen's Oxford, per lb.	
In 10 lb. lots or case	

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

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British materials.

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ALL the laundry soap and cleanser trade that's worth getting can be handled by this splendid "big five." Dominating the market as they do through sheer merit—purity, quality and big, continuous publicity—you should certainly handle all of them. No need to break the chain. Every link is strong and sound—"British through and through!"

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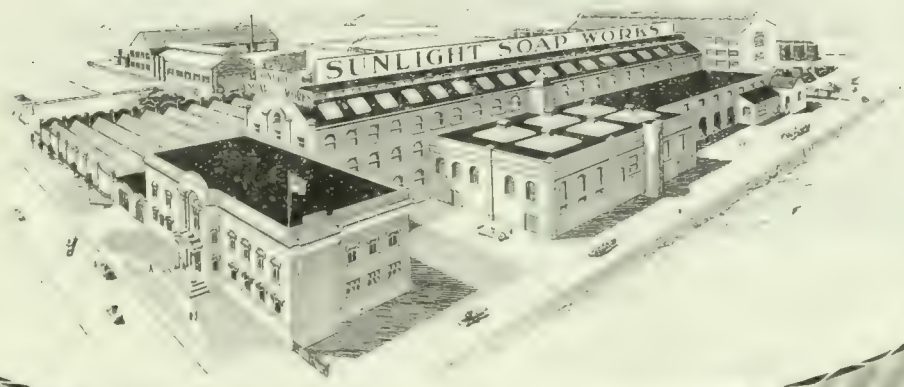
EASTERN AVENUE, TORONTO

Largest Soap Works in Canada



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LEVER BROTHERS LIMITED TORONTO

"Lively Polly" gets the repeat business

There is no surer indication of satisfactory service than "come-back" sales, and "Lively Polly" Soap Powder is proving its value in this respect to dealers everywhere. The housewife has recognized in Lively Polly the ideal medium for quickly and thoroughly cleaning clothes, dishes, glass, earthenware, paint, floors, etc., and for cleaning and disinfecting drains and closets.

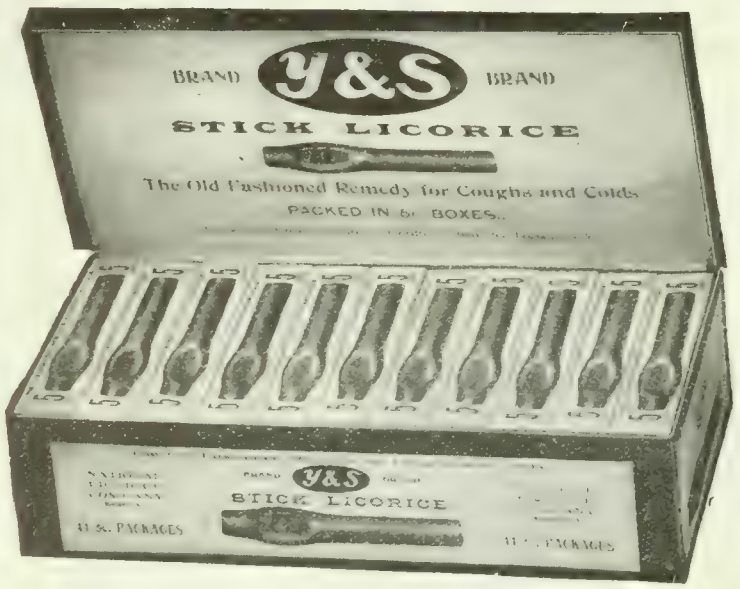
Retailing at 5 cents, this big value should occupy a prominent place on your counter. Sales are easy. Profits are good.

J. Hargreaves & Sons Liverpool, Eng.

Canadian Agents: McClellan Import Co., 301 Read Bldg. MONTREAL

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 10
Jersey Brand, Tall, each 48 cans	5 10
Peerless Brand, Tall, each, 48 cans	5 10
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	5 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.

Roast Beef, ½s, $2; 1s, $3.25; 2s $7.25; 6s, $22.

Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.

Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.

Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2; 1s, $3.35; 2s, $6.25.

Attention: Retail Grocers

Dried Peas canned in United States are being shipped into Canada. Some of these are labelled *Soaked Peas* others *Ripe Peas*. These peas are *simply dried peas soaked and then canned*, and are not to be compared with the Canadian Canned Peas, which are peas picked when fresh and tender, and best fitted for table use and put in the cans about the same day as picked.

Some years ago large quantities of these Soaked peas were sold in Canada to the trade but stocks were left on the dealers' hands to a large extent on account of the consumer not repeating orders.

While these soaked or ripe peas can be bought cheaper than the fresh canned peas they are likely to make you dissatisfied customers. *There are no Canadian Soaked peas on the market that we know of. Play safe by confining yourselves to Dominion Canners brands.*

DOMINION CANNERS, LIMITED

Hamilton, Canada

Experience Teaches —Sell Shirriff's

You cannot go out and take a straw vote of the community, to find out for yourself what extract you ought to push. You don't need to. Just rely upon the experience of others.

Shirriff's True Vanilla

has been a favorite for thirty years, because of its splendid quality—it is fifty per cent. stronger than Government requirements. Its flavor and bouquet are unsurpassed. No ordinary extract could build up such a reputation. And reputation means profits.

These are the facts that keep the stream of Shirriff's sales going always stronger than ever across dealers' counters everywhere. Yes, you have room for a staple seller like that. Write us.

Imperial Extract Co.
TORONTO

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs.. W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.08½

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) .....$	3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case ....$	3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs. ...	.04½
Half bbls., about 350 lbs...	.04¾
¼ bbls., about 175 lbs.	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs..	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case .....$	3.75
5 lb. tins, 1 doz. in case.. ...	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure .....$	
½ Pts., Red Seal, screw tops	
½ Pts., Red Seal, crown tops	
Pts., Delhi Epicure	
Pts., Red Seal	
Pts., Tiger	
Qts., Delhi Epicure	
Qts., Red Seal	
Qts., Lynn Valley	

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can. .....$	4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

YUBA BRAND

2½ Can .....$	3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.60
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

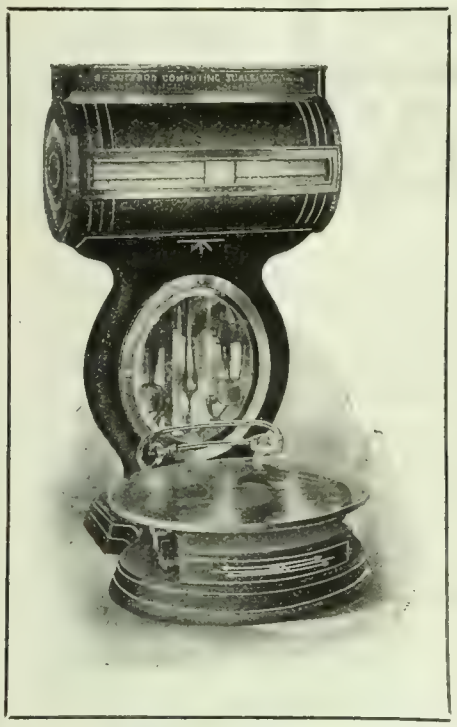
YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. .....$	0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

Brantford Scales and Brantford Slicers



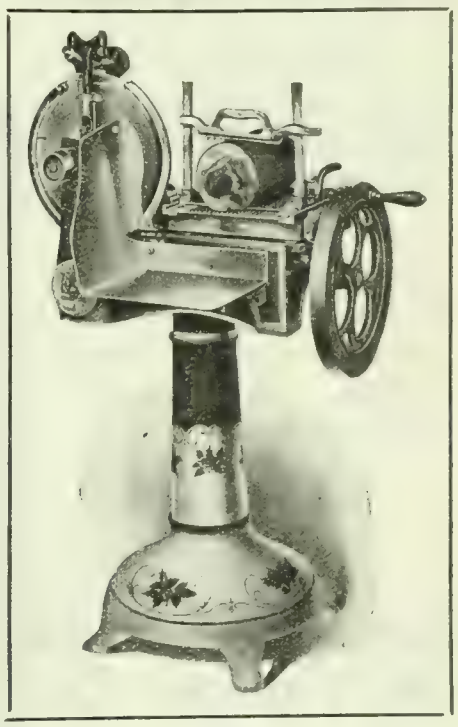
HAVE BEEN WINNERS DURING 1916

For your protection you need the Best
For efficiency you need the Best

Note: The Best Computing Scale, and the Best Meat Slicer is made in Canada.

Write for our catalogue.

A Happy Christmas and a Prosperous New Year for you is the wish of



The Brantford Computing Scale Company, Limited

Brantford - Ontario

PRICE LIST:

St. George Evaporated Milk (family size), 4 doz. to case	$4.30
St. George Evaporated Milk (hotel size), 2 doz. to case	$5.00
Banner Condensed Milk, 4 doz. to case	$6.50
Princess Condensed Milk, 4 doz. to case	$5.60
St. George Condensed Coffee, 2 doz. to case	$5.20

They'll get you better winter profits

Every day during the winter months there are numbers of social gatherings where the convenience and utility of

MALCOLM MILK PRODUCTS

will be thoroughly appreciated. This will mean better sales and bigger profits for the Malcolm Milk dealer.

Transient sales are a negligible quantity where these purely Canadian-made products are concerned. They are so delicious and so good that they instantly captivate the taste of discerning people.

Now is the time for you to secure a share of the good winter demand for Malcolm's. Send for a trial supply to-day. Get them working for you in a neat little display and note the good results.

If you sell Malcolm's once you will always sell them all the time.

Note Our List:

The Malcolm Condensing Co., Limited, St. George, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

E. P. SAUCE

(*Epicurean Fruit Sauce*)

Made-in-Canada

A big favorite, with every person appreciating high-grade quality and palatable wholesomeness.

You will find E. P. a dependable seller and a sure repeater if you give it prominence on your sales counter. And the profits are worth while.

Send for samples.

The

Canada Sauce and Vinegar Co.

519 King St. W., Toronto

KEATING'S

KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS

POWDER

It is always needed somewhere

There is an all the year round demand for Keating's Powder. Keep it in view on your shelves and the customer will ask for it. Grocers everywhere are selling more Keatings. As in other countries, it is now an article of regular stock with Canadian Grocers.

Keating's Powder—the universal insecticide. Made by Thomas Keating, London, England.

Sole Agents for Canada:

Harold F. Ritchie Company

LIMITED

10-12-14 McCaul Street, - Toronto

GRANNY CHAMBERLAIN

has become a familiar figure in every household in Canada through consistent and persistent advertising.

The grocer or general merchant who is alive to his opportunities cashes in on every national advertising campaign.

Look over your stock and see that you have plenty of

CHAMBERLAIN'S COUGH REMEDY

to supply the wants of your customers through the winter. If not, order at once from your jobber or direct from the manufacturers.

Attractive booklets and store cards are yours for the asking.

CHAMBERLAIN MEDICINE COMPANY, LIMITED

TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Only Six Front Covers Left

EACH year for the past five years CANADIAN GROCER has, in November and December, disposed of front covers of the succeeding year.

Already for next year 46 of the 52 front covers have been reserved. In all probability before the end of the month those remaining will also have been reserved.

The open dates are July 13, 20, 27 and December 7, 21 and 28.

The front cover of CANADIAN GROCER gives the advertiser an exceptional opportunity of making a seasonable announcement in a most effective way. The majority of the live, aggressive dealers in every province of Canada will see your announcement.

If you want any of the remaining six covers open in 1917 wire at our expense at your earliest convenience. Covers will be reserved for those wiring first.

The Canadian Grocer

143-153 University Avenue
Toronto, Ontario

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers
27 Front St. East, Toronto

Beans
Evaporated Apples

FEATURE FOR THE TRENCHES

G. Washington's Refined Coffee

Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

FOR SALE
Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and Distributing Facilities

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East. Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To The Trade
Buyers and sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Merchants Baler
MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Condensed Milk

Well-known British firm having thoroughly efficient organization covering Grocery Trade in every part of the United Kingdom, desire connections with Condensed Milk Factory. Arrangements could be made on Sole Agency basis or otherwise.

Address full particulars of producing capacity to — "C.M.," Street's, 30 Cornhill, London, England.

DEPARTMENT OF THE NAVAL SERVICE.
TENDERS FOR PROVISIONS.

SEALED TENDERS, addressed to the undersigned and endorsed "Tenders for Provisions," will be received up to noon Thursday, January 4th, for the undermentioned provisions for delivery to H.M.C. Dockyard, Esquimalt, B.C.

1. Flour.
2. Biscuit Pilot.
3. Preserved Milk.
4. Sugar.
5. Tea.
6. Coffee.
7. Chocolate soluble.
8. Jams and Marmalade.
9. Pickles.
10. Corned Beef and Mutton.
11. Tinned Rabbit.
12. Mustard.
13. Salt.
14. Pepper.
15. Vinegar.
16. Salt Pork.
17. Split and Marrowfat Peas.
18. Beans haricot.
19. Celery Seed.
20. Preserved Suet.
21. Raisins.
22. Rice.
23. Lime Juice.
24. Oatmeal.
25. Malt and Hops.
26. Currants.
27. Preserved Potatoes.

Forms of tender and all information may be obtained by application to the undersigned or to the Naval Store Officer, H.M.C. Dockyard at Esquimalt, B.C.

Applicants for forms are requested to state definitely the item or items on which they desire to tender.

G. J. DESBARATS, C.M.G.,
Deputy Minister of the Naval Service.
Department of the Naval Service,
Ottawa, November 28, 1916.

Unauthorized publication of this advertisement will not be paid for.

Your New Year Resolutions

should include a resolve to equip your store in a way that will guarantee your customers satisfactory service and give you better returns.
The importance of a really reliable refrigerator can hardly be over-estimated. That is why you should consider

THE EUREKA

—the most scientifically constructed and best sales-producing refrigerator on the market.

Drop us a card and let us tell you all about the distinctive and unsurpassed air circulation system of the Eureka, its superior display advantages, and the many other unique features which belong exclusively to this peerless refrigerator.

SEND THAT CARD TO-DAY

Eureka Refrigerator Co., Limited

31 Brock Avenue **TORONTO**

XMAS 1916

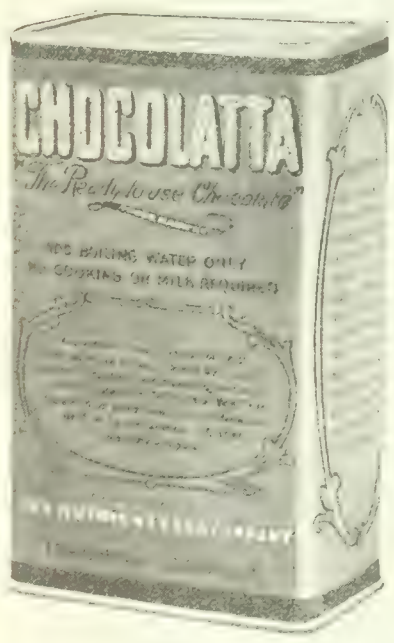
The Season's Compliments and Sincere Good Wishes from

Hargreaves Bros. & Company, Limited

The Gray Bldg., 24-26 Wellington St. W., Toronto

Western Agents:—For Manitoba,, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

Quick Selling Quality —that's CHOCOLATTA



And besides this unbeatable quality it has the additional appeal of convenience, making a selling combination of unusual value. Grocers everywhere are profiting through the popularity of **CHOCOLATTA.** So will you if you give it a trial.

The advent of the cold days is ideal for quick sales of **CHOCOLATTA**—the only ready to use chocolate on the market. And the margin of profit is worth while.

Ask your jobber for it or we'll ship you direct.

The Nutrient Food Co.

Toronto, Canada

BROWN'S FAMOUS "FLIBAN"

"THE DEADLY HOUSE FLY"

Wholesale Houses desiring to handle the MOST EFFICIENT, NEATEST, AND CLEANEST BRITISH MANUFACTURED ARTICLE, should handle

THE WORLD-RENOWNED "FLIBAN" FLY CATCHER.

HAS NO SUPERIOR.

Specially made to withstand varying climatic conditions.

Insures repeats and permanent **business.**

Test this when all others fail.

Samples and prices on application. Prompt deliveries guaranteed.

Canadian Agents—Eastern Canada, MacLaren Imperial Cheese Co., Ltd., Toronto.
Western Agents—Nelson, Shakespeare, Watkins, Ltd., 136 Water Street, Vancouver, B.C.

THE BROWN MANUFACTURING CO., Limited,
LETCHWORTH, HERTS, ENG.

If any advertisement interests you, tear it out now and place with letters to be answered.

Waste Paper $13.00 a ton.

A

"Climax"

All Steel Fireproof

Baling Press will convert your waste into compact baler ready to ship and sell at the highest prices.

Ask us for information.

Climax Baler Co.

Hamilton, Ontario

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited

Dept. M, 143-153 University Avenue, Toronto, Can.

You Have Seen Them

go up and then go down—here to-day, gone to-morrow. Breakfast cereals may come and go, but

Shredded Wheat

like Niagara Falls, goes on forever. In the home, where its nutritive value is known, nothing can take its place. It is in a class by itself. There is no substitute. Delicious for breakfast, or for any meal, with sliced bananas, or other fruits.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

(55-U)

CANADA

NATIONAL SERVICE

PUBLIC NOTICE is hereby given under the authority of the "War Measures Act, 1914," that during the first week in January, 1917, an inventory will be made by the Post Office Authorities, of every male between the ages of sixteen and sixty-five, residing in Canada.

National Service Cards and addressed envelopes for their return to Ottawa have been placed in the hands of all Postmasters for distribution amongst the persons required to fill in such cards. Every male person of the prescribed ages is required to fill in and return a card enclosed in an envelope within ten days of its receipt.

Any person who fails to receive a card and envelope may obtain the same upon application to the nearest Postmaster.

R. B. BENNETT,

Director General.

Ottawa, 15th December, 1916.

GOD SAVE THE KING.

NATIONAL SERVICE WEEK : 1st to 7th JANUARY.

THE SIGNIFICANCE TO *YOU* OF THE MEMBERSHIP OF THE

CANADIAN GROCER

IN THE ASSOCIATED BUSINESS PAPERS, INC.

YOU depend upon THE CANADIAN GROCER for an unbiased and accurate report of all news affecting your business interests.

Probably too, you give heed to its editorial counsel in many matters of considerable consequence. You have a right, therefore, to know about the policies and principles back of the important service rendered by THE CANADIAN GROCER.

The membership of this publication in the Associated Business Papers, Inc. (the International Association of Class, Trade and Technical Papers), means that it has achieved an exceptionally high publishing standard, and has subscribed unreservedly to these—

STANDARDS OF PRACTICE OF BUSINESS PAPERS

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself.

1. To consider, first, the interests of the subscriber.

2. To subscribe to and work for truth and honesty in all departments.

3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.

4. To refuse to publish "puffs," free reading notices or paid "write-ups;" to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publication.

7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.

8. To co-operate with all organizations and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

If you have read the foregoing standards, there is not much left to be said, except to tell you that these principles are *present day realities* and not merely beautiful ideals for future attainment.

THE ASSOCIATED BUSINESS PAPERS, INC.

The International Association of Trade, Technical and Class Publications

220 WEST 42nd STREET **NEW YORK CITY**

EAT RICE!

There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

MOUNT ROYAL MILLING & MFG. COMPANY

D. W. ROSS COMPANY AGENTS **MONTREAL**

A proven seller and a sure repeater—

Matchless Ammonia Powder

We also manufacture "Matchless" Chip Soap, Cold Cream Toilet Soap, "Matchless" Tar Soap, "Matchless" Liquid Soap, and "Sheen-ock" Liquid Soap.

The Keenleyside Oil Company

LONDON, ONTARIO

Western Proprietors; The H. L. Perry Company, Winnipeg

Why You Should Feature

KING GEORGE'S NAVY

Word of Mouth Advertising

About the surest way to favorably advertise your store is to sell only proven lines—lines whose good qualities are known the country over. Thus you will get your customers talking about your store and advertising your service among their friends.

When you sell **King George's Navy** you can be certain of giving your customers just this kind of satisfaction. Suggest it to the menfolk, tell the housewife about its splendid satisfaction giving qualities.

King George's Navy is a seller
Order a Supply To-day.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

To our many friends
in the tradè
we extend

Christmas Greetings

J. H. WETHEY
LIMITED
ST. CATHARINES

If any advertisement interests you, tear it out now and place with letters to be answered.

To our Many Customers
and Friends

We wish you all

A Very Merry Xmas

also

Peaceful and Prosperous

1917

FIRM AND STAFF OF

HUGH WALKER & SON

Guelph, Ontario

A Merry Xmas

to all and a bigger and more prosperous New Year.

Sort up stocks for New Year's

Oranges, Bananas, Pineapples
Etc., Etc.

Oysters, Haddies, Ciscos, Etc.

A full line to choose from

WHITE & CO., LIMITED

Wholesale Fruits and Fish

TORONTO

Big Advent
Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a forerunner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.

OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

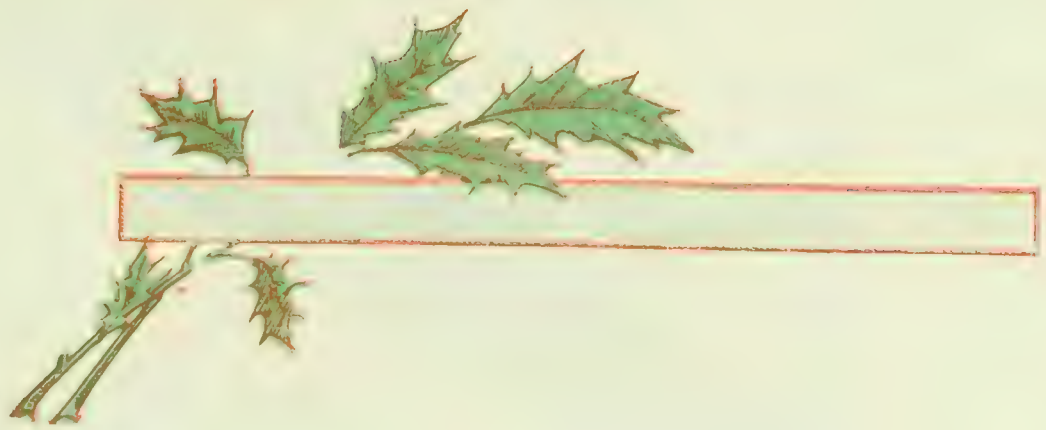
1842 1917

A Merry Christmas to all our customers and friends, and may the dawn of 1917 usher in a new era of happiness and prosperity to the Canadian Grocery Trade. May each succeeding day cement still more firmly the cordial relations which have always existed between the trade and

L. CHAPUT, FILS & CIE, LIMITEE

Wholesale Grocers and Importers

2, 4, 6, 8, 12 and 15 De Bresoles St. Montreal



DONALD H. BAIN CO.

Wholesale Jewellers and Manufacturers' Agents

WINNIPEG, Man.

REGINA, Sask. SASKATOON, Sask. CALGARY, Alta.

EDMONTON, Alta. VANCOUVER, B.C.

Wish their many friends
a Happy Christmas and Joy,
Health and Prosperity
throughout the coming year

A good foundation for your tobacco business

Even though the no-license situation has given the Grocer's tobacco sales a considerable boost, yet without stocking real sound lines, lines that meet the popular demand, the Grocer cannot hope to reap his full share of tobacco profits.

With a stock of Webster's *ORLANDO* Invincible) and *CLEAR HAVANAS* displayed in your show case you will be on the right road towards big tobacco sales.

ORLANDO is a real good three-for a-quarter line while *WEBSTER'S CLEAR HAVANAS* meet the requirements of the 10 and 15 cent cigar smoker.

Prove our claims by ordering a trial supply.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

The Two Royals
Made-in-Canada

ROYAL SALAD DRESSING
AND
ROYAL MAYONNAISE

The superior quality of these two Canada-made lines

Royal Salad Dressing — week there is a good, profitable demand for this dependable salad dressing.

Royal Mayonnaise — salads. It is ever advancing in customer approval.

The Horton-Cato Mfg. Co.
WINDSOR ∴ ONTARIO

McVitie & Price's
IMPORTED BISCUITS

Grocers should stock the following "best sellers":

Digestive
Bunty Creams
Abernethy
Asstd. Shortbread
Academy Creams
Oatcakes

Prices and quotations from

McVITIE & PRICE of Canada
Limited
10 Vaudreuil Lane
MONTREAL

Importers of McVitie's "DIGESTIVE," the "Premier Biscuit of Britain."

If any advertisement interests you, tear it out now and place with letters to be answered.

The soap for all-round service

Guelph Soap Company
GUELPH ONTARIO

The New All-Canadian, All Wooden Washboard—*A serviceable, long-wearing washboard retailing at 20c.*

A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is made on the long rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

"Without exception the about best [illegible] published [illegible] subject of coffee."—Mercantile Investor.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee [illegible] at the same time the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: [illegible] Introduction; Geographical Distribution; Botanical Characteristics and Form: Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo. **Cloth Extra, Net, $2.00** **By Mail, $2.10**

"A marvellous [illegible] and [illegible] tion."—*Texas Grocer Press.*

"The most [illegible] published on Coffee."—*Grocers' Review.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book.—*Grocers' Criterion.*

"The work is of exceptional interest and instruction, being attractively written and [illegible] by all who deal in [illegible]."—*Pittsburgh Trade Journal.*

The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, *the greatest authority* [illegible] the subjects of *Tea and Coffee.* The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South [illegible]."—*Panama Star and Herald.*

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

CHRISTMAS

1916

A Merry Christmas and Happy New Year to all our friends.

Hudon, Hebert & Co., Ltd.

Established 1839

MONTREAL

A money-maker for your meat department—

Van Berkel's Patent Slicing Machine

THE

Hobart

guarantee of quality is behind it.

Make Better Coffee Profits this Year

The Hobart Coffee Mill

in this respect, and may every succeeding day increase your store of health, wealth and happiness—this is the sincere wish of

The Hobart Mfg. Co.

149 Church Street

Toronto

We wish to thank our customers and friends for the co-operation which has made 1916 the biggest year in our history.

For 1917

As in the past it will be our policy to introduce new lines.

Many merchants term our lines

"TELFER'S TALKING BISCUITS"

A sure means of increasing your business is to stock our lines.

The same policy for which we have been noted in the past will be continued in 1917.

MANY NEW LINES ARE READY FOR SHIPMENT—ASK OUR SALESMAN ABOUT THESE.
START THE NEW YEAR RIGHT—SEND US YOUR ORDER NOW.
WE ARE NOTED AS BEING THE MOST PROGRESSIVE MANUFACTURERS IN OUR LINE.

TELFER BROTHERS, LIMITED

Sterling Road, Toronto

COLLINGWOOD BRANTFORD HAMILTON WINNIPEG FORT WILLIAM
LONDON MONTREAL OTTAWA QUEBEC TRURO

If any advertisement interests you, tear it out now and place with letters to be answered

Century Salt

has no peer in quality or selling value

Cheap ingredients being entirely eliminated in its manu-
country over. Dealers find it a positive "repeater" and a

THE DOMINION SALT Co Limited

SARNIA - ONTARIO

Babbitt's Cleanser

A full weight package of the best Cleanser on the market

Retails at 5c.

Shows you a good profit and gives your customer

Double Value

Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specifications of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

If any advertisement interests you, tear it out now and place with letters to be answered

Introduce Every Customer to

MATHIEU'S
SYRUP OF TAR
AND
COD LIVER OIL

there is no more reliable remedy

results.

fits are good.

J. L. MATHIEU CO.

In your Locality
are many
Dogs and Cage Birds

regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

VANCOUVER, B.C.:- LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited :—

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Telfer Bros. .

Greeting

TO the grocery trade of Canada we heartily wish an overflowing measure of Christmas happiness. May old Santa Claus leave behind with you a whole year of success, health and prosperity for 1917.

WE sincerely thank you for your favors and patronage shown us during the past year, and we look forward to a continuance of the same happy relations throughout the coming year.

Laporte Martin, Limitee

Wholesale Grocers

584 St. Paul Street, Montreal

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

WHY WASTE PAPER

should be baled

THE JEWEL PAPER BALER

a permanent revenue.

Write to-day for full particulars re baler and paper market.

General Sales Co.

203 Stair Bldg., TORONTO

Mr. Dealer, here's a neat little investment for you

installing the

Elgin National Coffee Mill

investment paying good dividends. First cost is the only cost—there are no overhead or

Write now for descriptive book-

No. 40

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Do your customers complain,—"that the coffee wasn't quite the same last time."

That it "didn't seem quite so fresh as usual."

You can prevent these complaints once for all by selling coffees that never vary.

CHASE & SANBORN

MONTREAL

"KEYSTONE"

BRUSHES FOR EVERY HOUSEHOLD USE

From shaving brush to sink brush, every brush and broom used in the household is worthily represented in the Keystone line.

There is only one quality as far as we are concerned—and that is the best that can be made at the figure—the kind that will bring customers back for more.

For prices, etc., address

Stevens-Hepner Co., Limited

Port Elgin, Ont.

about the "Nugget" Broom

Write for samples of

S.P.B. BAGS

and Open End Catalogue

ENVELOPES

Bags for Heavy Hardware and Fittings, Broom Covers and Broom Handles

also

Bags for Forks and Hoe Handles

Specialty Paper Bag Co., Ltd.

Department M.

12-14-16 Johnston Street, Toronto, Canada

Buyers' Guide

CLASSIFIED ADVERTISING

insertion.

over postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

WANTED

AGENTS WANTED

Bay, Nova Scotia.

FOR SALE

FOR SALE

Grocery Butcher, and Produce business in good Western Ontario Good reasons for selling. Box 202, Canadian Grocer.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

KNIFE POLISH

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.

Agents
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Spe-
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
Halibut, Cod, Haddock, Trout, Whitefish
Price
Quality
Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
users
Direct Supply Association
509 Belmont House Victoria, B.C.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Are You Interested?

the retailer, the wholesaler, the manufacturer, the clerk and whom you wish to sell or from

(payable in advance)
2c per word, first insertion.
tions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.
No Other Paper Reaches All These Men.
In Buying a Business?
In Securing a Position?
In Securing a Partner?
Fixtures?
Canadian Grocer's Classified Ad. Columns.
the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer

Canadian Grocer
143-153 University Ave., Toronto

TO our friends in the Canadian grocery trade, and they are many, we extend the old, time-honored wish, "A Merry Christmas."

* * *

MAY Prosperity wait upon you during all the days of the coming year. And may you find Japan Tea, the delicious, wholesome, natural green-leaf tea, a still bigger favorite and a still bigger profit-maker during 1917.

APPEARANCE
that sells *and*
QUALITY
that brings them back

WHAT better combination could you ask for? What better selling combination could we give you than what we embody in the new

STERLING TOMATO CATSUP

—neat looking bottles, attractively colored labels that focus the attention, and, most important of all, the kind of quality that pleases the most particular and brings them back for more?

For this new product of ours is **Quality** through and through.

From the first drop to the last it is as good a Tomato Catsup as the scientific processing of the purest ingredients can produce. There is no Preservative or Artificial Coloring in it, nothing whatever beyond an absolute purity that will swing better sales your way.

We confidently believe that it will do this for you. Hence, we recommend it to you strongly. Why not try it out?

A trial order will give you an idea of its selling value.

T. A. Lytle Company, Limited

Sterling Road, Toronto

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX PUBLICATION OFFICE: TORONTO, DECEMBER 29th, 1916 No. 52

Greeting

WE embrace this opportunity of extending to our patrons the Season's greetings and our sincere Best Wishes for the New Year.

The year just closing to a considerable extent has marked a departure from the very regrettable practice of price-cutting. In some instances the situation is not much changed, but in the main the improvement is substantial.

Price cutting is pleading guilty to a weakness. If it meant lower cost to the consumer it might have some virtue, but in this line it represents a lower standard of service and quality.

Let there be a New Year's resolution to get oysters to the consumer in the best possible condition and get a price that will afford your doing so with a legitimate profit. Let the competition be on service and constructive work.

Do not overlook the opportunities the remaining winter months afford for oyster suppers and home gatherings.

The Connecticut Oyster Co., Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street ∴ Toronto, Ontario

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.

This Spiralite Sign Will Draw All Eyes To Your Store Window

With its light and movement it will make your store window more attractive and profitable. It will advertise O-Cedar and everything you want displayed to advantage.

IT IS GIVEN FREE WITH

O-Cedar Polish

(MADE IN CANADA)

Display Deals 63 and 64.

[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
	$60.00		[illegible]

(The above prices subject to usual discount.)

[illegible] one of these electric signs. You must act quickly as our supply is limited. The sooner you have it in your window the sooner you begin to profit by it.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

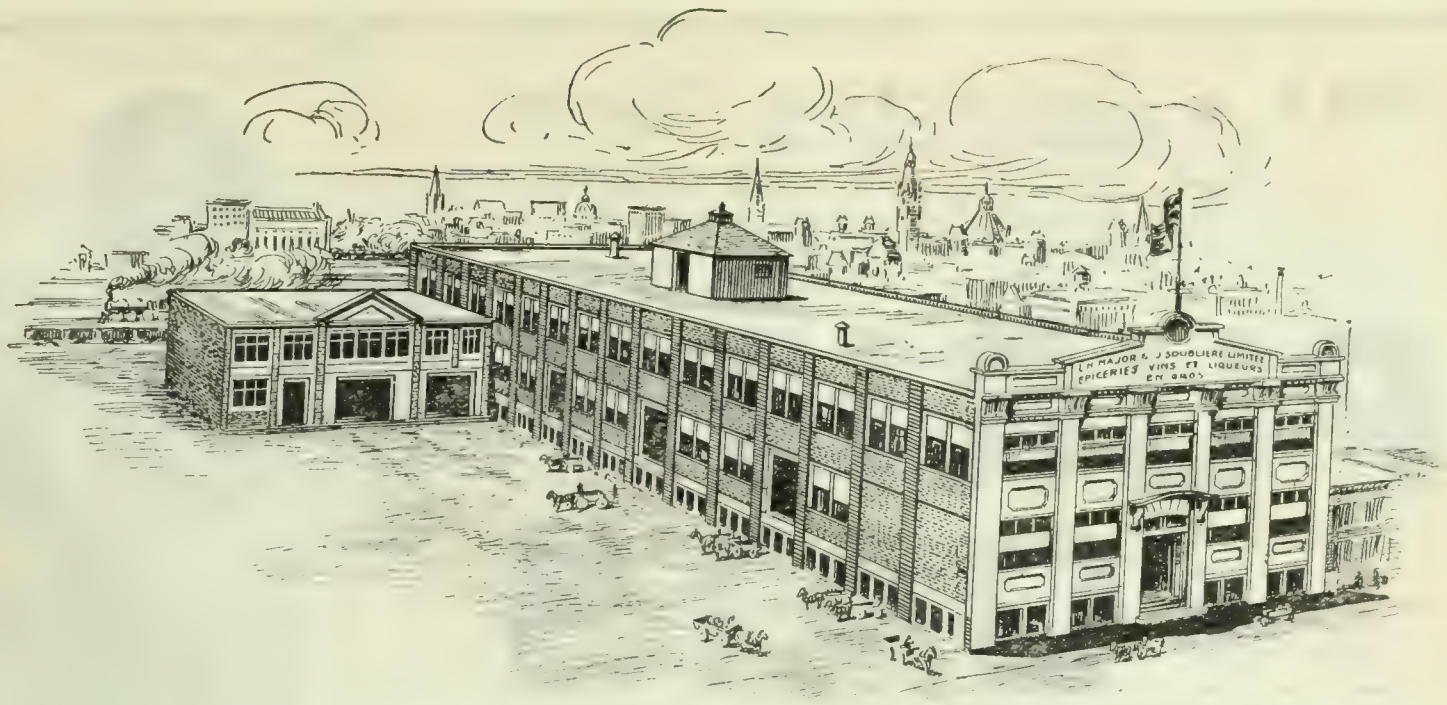
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street - - Ottawa, Ontario

Domestic and Foreign Agencies Solicited

If any advertisement interests you, tear it out now and place with letters to be answered.

With a distinctive flavor

Anyone who has tasted porridge made from PURITY OATS will tell you that it has a **distinctive** flavor—an oat flavor noticeably more delicious. As one boy put it, "There is more smack to it."

It is because of this distinctive quality that the demand for

PURITY OATS

Milled from high-grade Alberta oats by our improved Scotch process.

is increasing very rapidly. And it is the line to push to-day. Wholesalers are carrying good stocks of it. Dealers can procure supplies promptly.

A profit-sharing coupon—a strong selling feature—in every large-size package.

Attractive Purity Oats window display furnished by us on request.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid

Don't think popularity can be won by high quality alone

Unless you can give POSITIVE assurance that your product will fully retain all the delicious flavor and delicious goodness you claim to obtain for it. Anchor Caps, the perfect seal, can help you to secure this popularity.

Dealers, careful of the consequences that attend the sale of their goods, keep to the fore in their windows and displays, goods sealed with ANCHOR CAPS. Users, desirous of getting the best flavors, the most satisfying goods, just as they come from your cauldrons, have a strong preference for ANCHOR CAPS.

If you want to win satisfying popularity for your product, write to-day for complete information regarding ANCHOR CAPS.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road **TORONTO, CANADA**

If any advertisement interests you, tear it out now and place with letters to be answered.

On the threshold of 1917

is an ideal time to plan bigger things, to resolve that tried and trusty lines will always dominate your displays during the coming year.

What better group of sellers can you possibly feature than the popular Borden Milk Products? Lines whose delicious goodness has won the unstinted approval of the most critical. Every Borden sale is worth while because it is the forerunner of more to follow.

Concentrating on Borden Milk Products during 1917 will be a big factor in bringing you bigger business and increased prosperity which is what we sincerely wish you all.

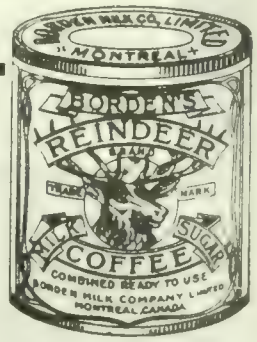
May the close of 1917 mark another milestone for you on the road to success.

Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Office, No. 2 Arcade Building, Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.

COX'S
INSTANT POWDERED GELATINE
GUARANTEED ABSOLUTELY PURE and
the Purest quality manufactured. Unrivalled for
RICH CRYSTALLINE JELLY and many
other Dainty Dishes.
SOLD TO THE PUBLIC IN PACKETS ONLY.
The Packet contains a Sheet of Receipts of Superior
excellence giving full directions how to make a dainty
of delightful Sweets and Savouries.
Each Genuine Packet
bears the MAKERS
SIGNATURE
Gelatine Works, Gorgie Mills, Edinburgh, Scotland

GROWTH

is a matter of merit and service

The sales of Cox's Gelatine never stand still. Their unqualified goodness and world-wide reputation are building big business for thousands of grocers. But more particularly during the winter months, when social events call for dainty, unusual desserts.

Get them on display prominently in your store. Get their reputation, their quality, their goodness, working behind your sales. Write your nearest wholesaler to-day for particulars and supplies.

Arthur P. Tippet & Company

Montreal

Winnipeg: Tees & Persee, Ltd. **Vancouver: Martin & Robertson, Ltd.**

A National Call for Information!

THIS CARD MUST BE FILLED IN AND PROMPTLY RETURNED BY ALL MALES BETWEEN THE AGES OF 16 AND 65 INCLUSIVE.

NATIONAL SERVICE.
CANADA.

1. What is your full name? ..... 2. How old are you? ..... years

3. Where do you live? Province .....
4. Name of city, town, village or Post Office .....
Street ..... Number ...

5. In what country were you born? .....
6. In what country was your father born? .....
7. In what country was your mother born? .....
8. Were you born a British subject? .....
9. If not, are you naturalized? .....

10. How much time have you lost in last 12 months from sickness? .....
11. Have you full use of your arms? .....
12. Of your legs? ..... 13. Of your sight? .....
14. Of your hearing? .....

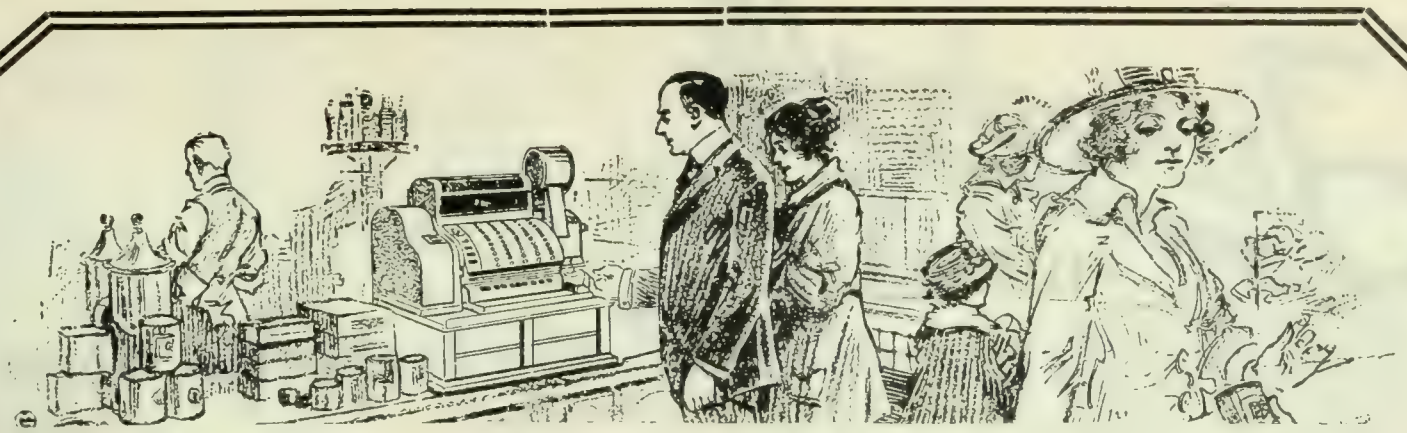
15. Which are you—married, single or a widower? .....
16. How many persons besides yourself do you support? .....

17. What are you working at for a living? .....
18. Whom do you work for? .....
19. Have you a trade or profession? ..... 20. If so, what? .....
21. Are you working now? ..... 22. If not, why? .....

23. Would you be willing to change your present work for other necessary work at the same pay during the war? .....
24. Are you willing, if your railway fare is paid, to leave where you now live, and go to some other place in Canada to do such work? .....

INSTRUCTIONS FOR FILLING IN THIS CARD ARE ON THE OTHER SIDE. IT ASKS 24 QUESTIONS. COUNT YOUR ANSWERS

Write your Answers on the Card which you will shortly receive and Return Promptly. *It is Obligatory!*



"I'll know at a glance exactly what we did to-day"

See the owner of any up-to-date grocery store on his morning rounds. First he looks at the shelves, and wonders what "Special" he can offer for the day. Then at his National Cash Register and thankfully says: "To-night at closing time I will know at a glance each and all of the day's transactions—cash sales, how much was charged out, how many orders went C.O.D.—the fullest details of the day's turnover all produced automatically."

It matters not whether your store is large or small, Mr. Grocer. A National Cash Register is a necessary asset if you wish your profits to grow. It will save you time, labor, and worry over details, leaving you free to plan and carry out ideas for the enforcement of your business. It will enable you to attend to window displays, that attract customers, to attend to stock and the replenishing of your shelves. Thus it will open the way for more profits.

The receipt-giving service is essential if you wish to keep worth-while customers. There are no disputes to cause annoying friction with customers if you can hand them the printed, unchangeable receipt from a National Cash Register. The back of this receipt is a valuable place on which to advertise your "specials." Every transaction is recorded on the duplicate slip, without delay with the proverbial accuracy of a machine. No longer do you forget to charge customers—the National Cash Register saves your profits as well as building them up.

New 1917 Models particularly suited to the needs of your grocery store will build up your business.

The NATIONAL CASH REGISTER CO. OF CANADA, LIMITED

CHRISTIE STREET - - TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Furnivall's FINE FRUIT PURE JAM

QUALITY dealers the country over are reaping big benefits from Furnivall popularity, a popularity based absolutely and entirely on unbeatable quality and positive deliciousness.

TO get the maximum results from your jam stock, make sure that Furnivall's occupies a prominent place in your displays. It will build up your profits through steady repeat orders.

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—W. S. Silcock. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Winnipeg, Man.**—W. L. Mackenzie & Co., Ltd. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

FURNIVALL-NEW, Limited
Hamilton Canada

Waste Paper $13.00 a ton.

A

"Climax"

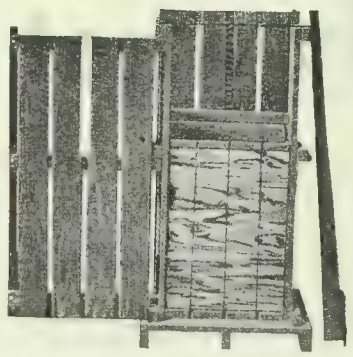
All Steel Fireproof

Baling Press will convert your waste into compact baler ready to ship and sell at the highest prices.

Ask us for information.

Climax Baler Co.
Hamilton, Ontario

WHY WASTE PAPER
should be baled



THE JEWEL PAPER BALER

It is worth $10.00 per ton and up.

It is more easily and quickly baled than burned or otherwise disposed of.

The JEWEL BALER means a permanent convenience and a permanent revenue.

Write to-day for full particulars re baler and paper market.

General Sales Co.
203 Stair Bldg., TORONTO

Every Day Is Pay Day

THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you **are** and are willing to exchange **your spare time**, representing our publications, **we will** show you how that same spare time, properly used, **will produce** for you as much **cash** as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED
143-153 University Avenue, Toronto, Ont.

Give these two sellers a trial

Get them working for you. Your most critical customers will find in them a purity and a deliciousness that will bring them in again after a first trial.

Malcolm Milk Products are as pure and as high grade as the scientific processing of the best milk can produce. Hence in recommending any Malcolm line you run no risk whatever. Their purity and deliciousness will vindicate you every time.

Get a small trial supply of St. George Evaporated and Banner Brand Condensed Milk.

The Malcolm Condensing Co.
St. George, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

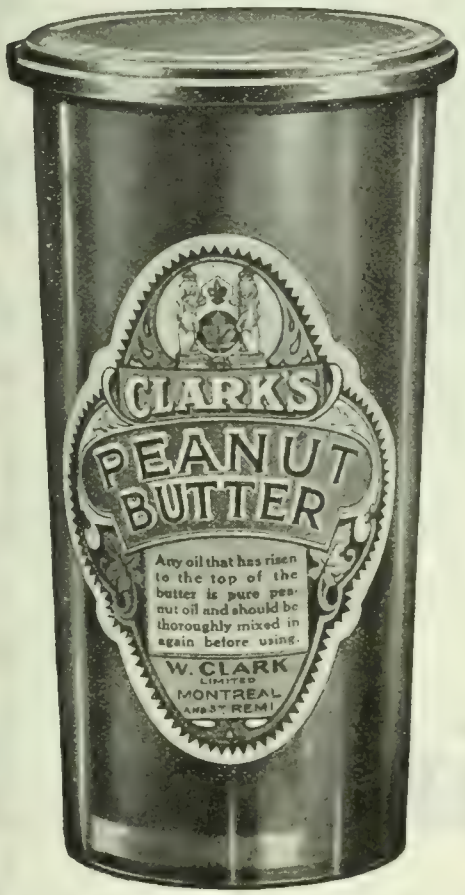
CLARK'S SOUPS

Highly Concentrated, Absolutely Pure and Prepared from the Very Finest Ingredients

The quality is there, selling price is popular, and your margin is good.

GET IN TOUCH—
THE SEASON IS ON

MADE IN CANADA


CLARKS
PEANUT
BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

Have you paid any attention, Mr. Grocer, to the growth of the business in PEANUT BUTTER, an article which is rapidly increasing in favor with the public? It will pay you to look into the matter, and if you want your share of the business, it will pay you best to stock

CLARK'S PEANUT BUTTER

W. CLARK, Ltd. MONTREAL

Clark's

Wagstaffe

Suggest

Wagstaffe's Pure Marmalade

with every Christmas order

ORANGE MARMALADE
GINGER MARMALADE
PINEAPPLE MARMALADE
GREEN FIG MARMALADE

With the Compliments of the Season.

Wagstaffe Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

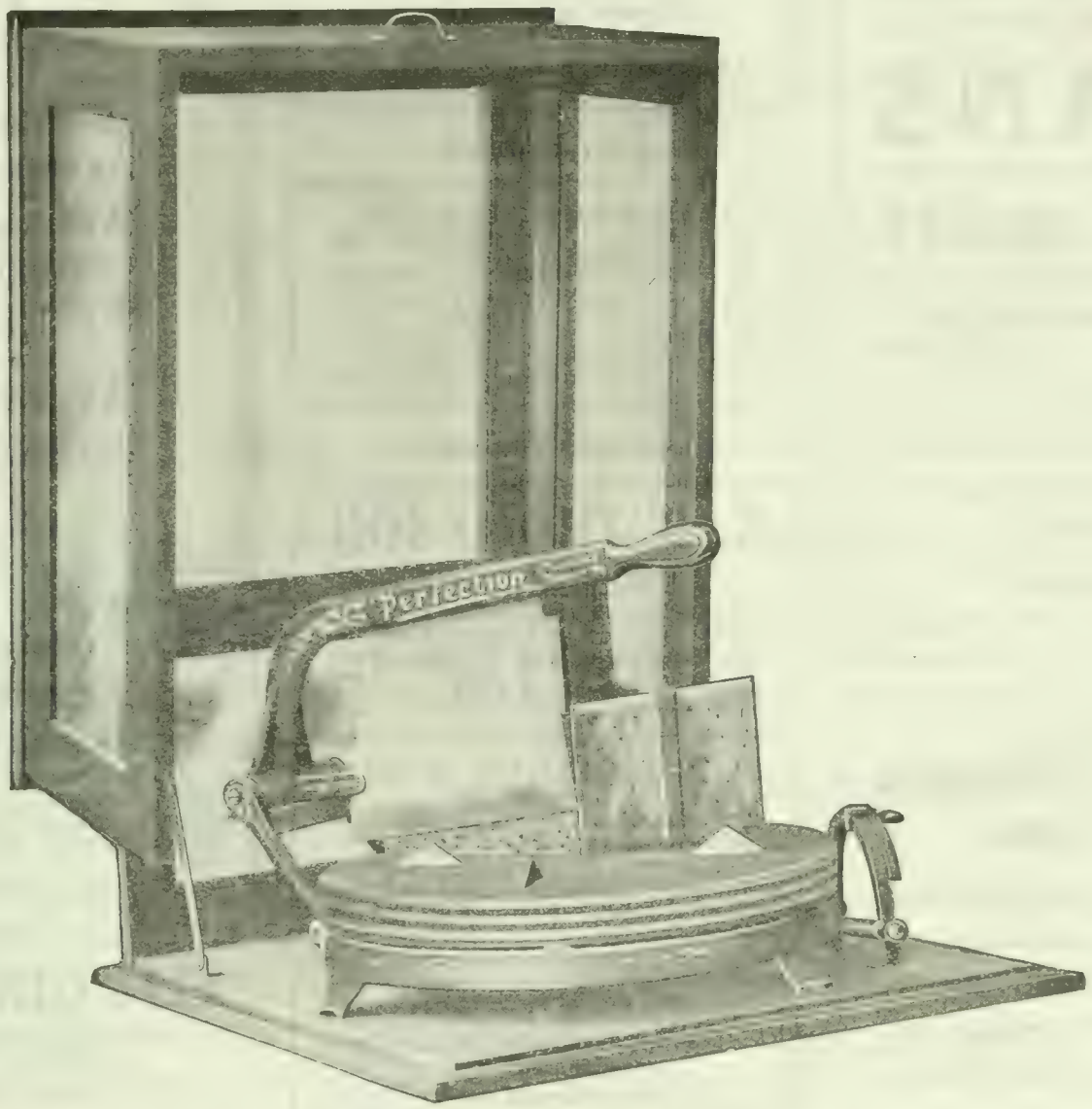
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES WITH CABINETS AND PEDESTALS.

IT SAVES ITS COST in a few months and lasts a lifetime.

BUY IT NOW.

American Computing Company

HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER.

BUY IT NOW.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. H. Millman & Sons
Wholesale Grocery Brokers
27 Front St. East, Toronto
We Wish All Our Friends a Prosperous New Year

George Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

FOR SALE
Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and Distributing Facilities

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue. East. Winnipeg

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg
MANITOBA
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery Broker
FREDERICTON, N.B.
I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To The Trade
Buyers and sellers of
All Kinds of Grains and Seeds

Denault Grain and Provision Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

To Manufacturers and Shippers

To take care of our agencies we have completent sales staffs, offices, and large warehouses at

Winnipeg (Manitoba)
Regina (Saskatchewan)
Saskatoon (Saskatchewan)
Calgary (Alberta)
Edmonton (Alberta)
Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of

Manitoba, Saskatchewan, Alberta and British Columbia

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.
WINNIPEG, MAN.
Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver.

Some Intimate Facts About Jell-O

The waxed-paper bag inside the Jell-O carton affords absolute protection to the contents against moisture and atmospheric conditions.

It is air-proof and moisture-proof, keeping the Jell-O always pure, clean and sweet.

The Jell-O in every package is **fresh**, whether made yesterday or many months ago. It does not lose its flavor or grow stale.

The last package of the dozen on the grocer's shelf is as fresh and sweet as the first.

From start to finish the operation of "putting up"

JELL-O

is an interesting one. Wonderful automatic machines perform it, each completing a package of Jell-O in two seconds—from making the waxed-paper bag and filling it with Jell-O, to putting the filled bag and a recipe folder in the carton and closing and sealing it.

It is all very sanitary and very satisfactory.

The seven flavors of Jell-O—all pure fruit flavors—are Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

The Genesee Pure Food Company of Canada Limited
Bridgeburg, Ont.

Made in Canada.

Excelsior Brooms
are the kind worth while

To-day Brooms are Brooms, and will continue to be for 12 months

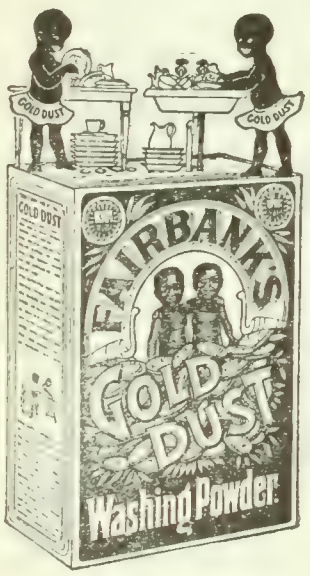
Sure they are, and will be high in price.

Mr. Grocer, buy your stock now, and don't prolong the agony. Don't see your customer go across the way for a broom.

Excelsior brooms are always priced right. They are well made and of good stock.

GET OUR PRICES

J. C. SLOANE CO.
OWEN SOUND



GOLD DUST
SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

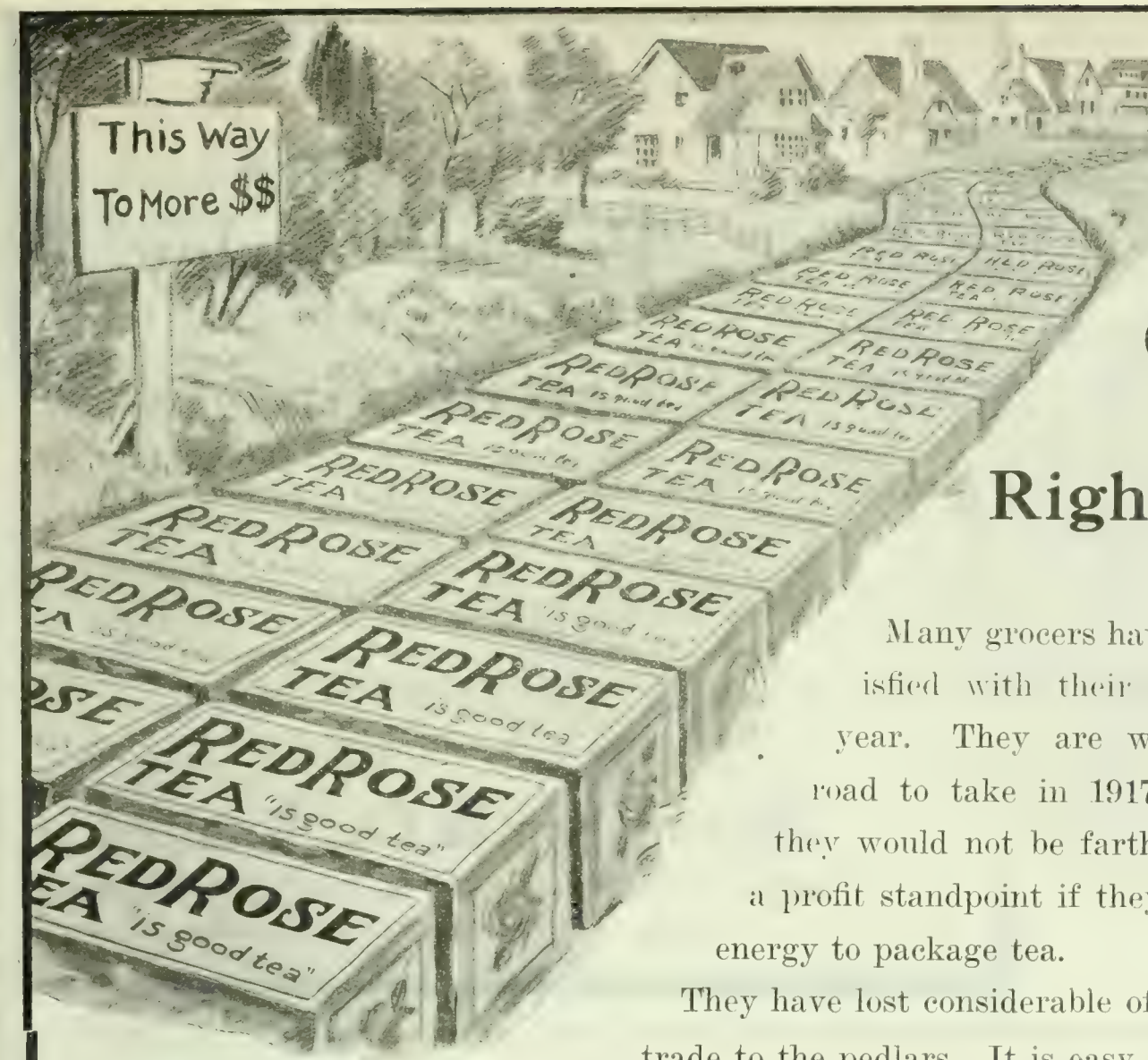
Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.



Choose The Right Road

Many grocers have not been satisfied with their tea trade this year. They are wondering what road to take in 1917, and whether they would not be farther ahead from a profit standpoint if they devoted their energy to package tea.

They have lost considerable of their bulk tea trade to the pedlars. It is easy for a pedlar to convince a woman that his bulk tea is as good as the grocer's bulk tea. It all looks alike to a woman.

With Red Rose Tea it is different. It has a distinctive flavor, a distinctive name, a distinctive package. It is a tea apart from bulk tea. Women know that they cannot get the Red Rose flavor, the Red Rose richness, and the Red Rose uniformity, except in the Red Rose package. Red Rose patrons are pretty hard to win away from Red Rose Tea. Occasionally one will try some bulk tea, but it is rare, indeed, if she does not quickly return to Red Rose Tea.

It is this trade-holding quality of Red Rose Tea that makes it the right tea for the grocer to push—a tea that paves the road to a larger tea trade. Make it your leader for 1917.

The grocers of Canada have our best wishes for a successful trade in 1917. To them and their clerks we extend a hearty New Year's greeting.

T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary

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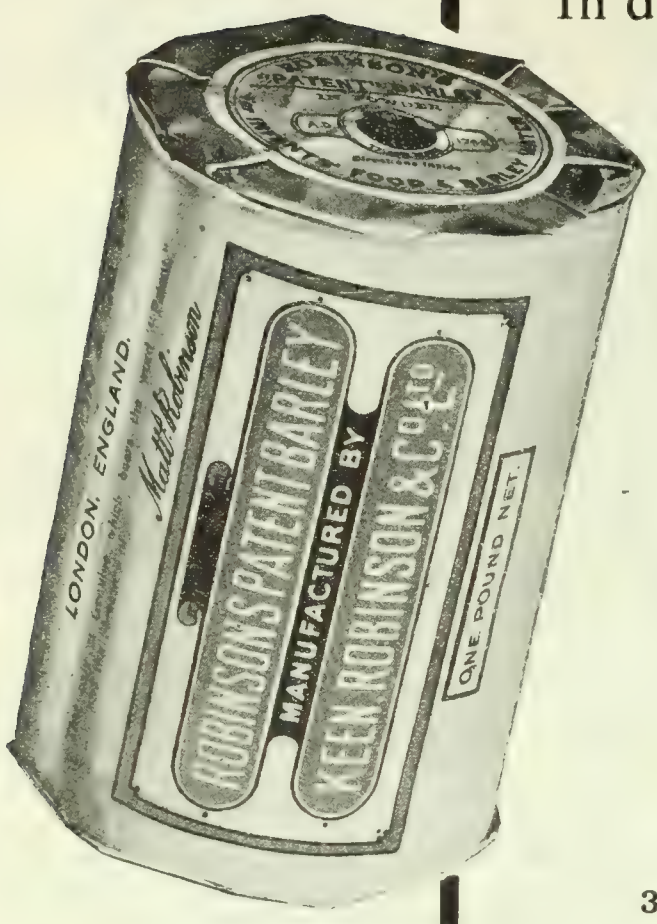


In demand everywhere—

Robinson's "Patent" Barley and "Patent" Groats

The widespread popularity of these two cereals is creating big sales and profits for dealers all over Canada.

Your customers need no introduction to such well-known cereals. Just remind them through a neat little display of these attractive packages.

See if your stock needs replenishing.

Magor, Son & Co., Limited

30 Church St., Toronto 191 St. Paul St. W., Montreal

AGENTS FOR THE DOMINION OF CANADA.

ICING SUGAR IN PACKAGES

If there is one kind of sugar as against another that should be put and sold in original packages it is Icing.

When stocked in bulk for any length of time it becomes hard and lumpy. Avoid unnecessary trouble in this direction by handling only

Lantic Icing Sugar

packed 20 and 50 *one pound* packages to the case.

In addition to the carton our Icing is packed in a paraffin bag on the inside which insures keeping qualities.

Order a case to-day for your Christmas trade.

Atlantic Sugar Refineries, Limited

St. John, N.B. **Montreal, Que.**

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX. TORONTO, DECEMBER 29, 1916 No. 52

A Year of Fluctuation in Sugar

A Difference of $1.55 Between the High Figure of $8.26 and the Low of $6.71—A Comparative Study of Price Conditions in the Sugar Market this year and last

DURING the course of this year sugar set a new high mark for itself, nor was this increase in the nature of a sudden market change based on some sudden flurry of opinion. It found this high level early in May and retained it throughout the months of June and July, as well. Despite the rapid rise that preceded this unusual figure, the market remained strong and throughout that period showed no indication of any weakening. The reported drought in the south, with the accompanying probability of a short yield of raw sugar, was given as the main reason for the rapid rise, though extensive foreign buying and heavy freight rates also had their part. August was a month of declines. Opening at this high figure, there was an almost immediate decline of 20c, followed by a similar decline toward the middle of the month. Light demands and a dragging market were the prevailing feature of this period. September continued the decline, registering another 40c drop during the month following, on the general slow demand for raw material on the New York market.

The month of October found a little better feeling in the market for raw, and in sympathy with this the price advanced 10c at the opening of the month. The month registered a total advance of 55c

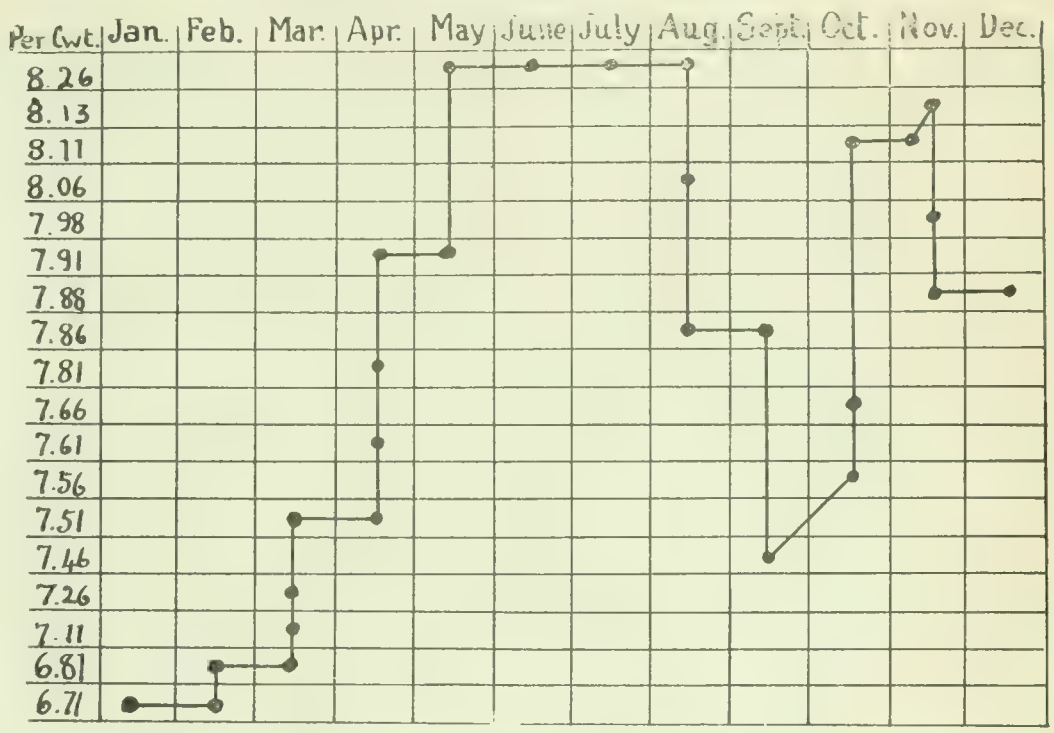


Diagram of Sugar Changes During 1916.

The first of November showed an advance of only two cents to cover an increase in freight rates and from that declined 10 cents. This price remained constant until the middle of December when our chart closes.

It is interesting to compare the market changes of this and last year. Starting practically at the top figures registered for last year it never for an hour dropped anywhere near the lowest figure registered in the year 1915. This year differs from last, too, in the very wide variation in prices that have marked the market conditions. Between the high and low of last year was only a matter of some 75 cents per cwt. This year showed a total variation of $1.55

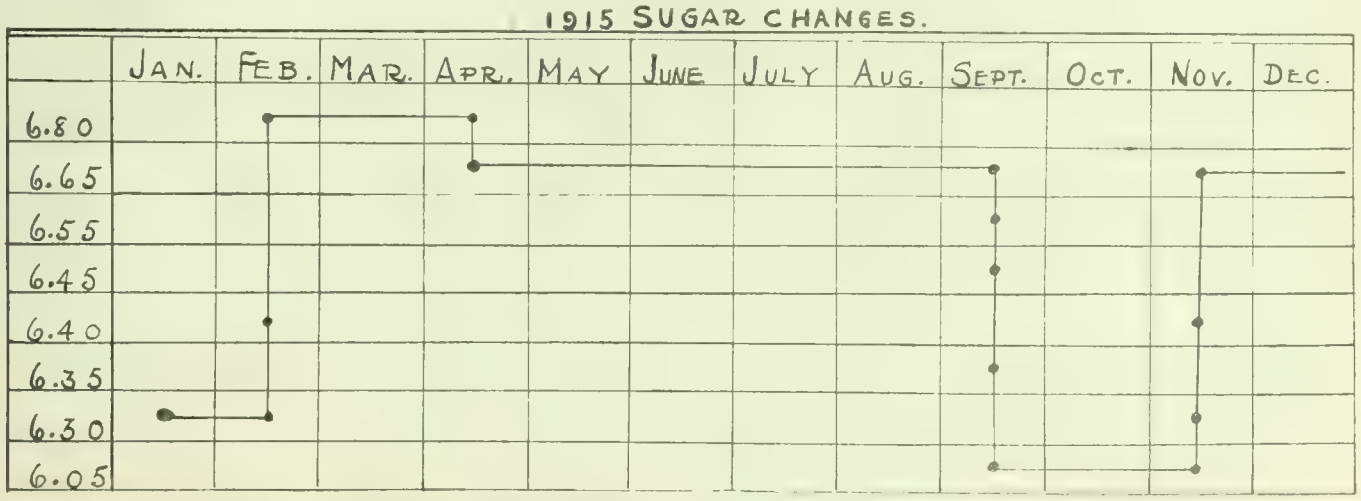


Diagram showing fluctuations in sugar prices during 1915.

per cwt. Even 1914, the year of war outbreak with the consequent upheaval of business conditions, has nothing to equal these figures, as far as price goes for its top quotation was $7.05. It must be noted, however, that the price variations in that year put even this year of sudden changes into the background, there being a total variation of $2.90 per cwt.

In this comparative study one other thing is particularly noticeable. In the three years mentioned, quotations have all started at or very close to the low figures of the year, they have closed measurably close to the high figure. In other words there has been a steady and persistent climb on the part of sugar from the $4.15 price of April, 1914, to the $8.26 figure of May, June, July 1916.

Featuring Cheaper Lines

Good Business in Suggesting Lines of Food Products That Have Not Advanced in Price—How Taking the Customers' Viewpoint in This Regard Works to the Advantage of the Store—Some Suggestions of Lines That Might be Featured.

THE cry of high prices has become such a persistent one that it is becoming a habit, and many people are grumbling and complaining that they can't get anything without paying fabulous prices for it. In this respect the grocer is partly to blame. The customer buys the familiar lines of goods. They are not familiar with market conditions, and the only way they can have of discovering what commodities have not risen is by inquiring about them. This, of course, they very seldom do, and in most instances the grocer makes no effort to enlighten them.

Now there would seem to be a good opening for a little diplomatic selling in the goods that have not increased in price. It is a pretty safe estimate that the greater proportion of the customers at any grocery store will sooner or later complain about the high prices. Instead of admitting the fact boldly, some progressive grocers are seizing the opening and suggesting a list of goods that have not increased in price, or where the increase has been negligible.

This willingness to look at the matter from the customers' standpoint and to suggest how the burden of housekeeping may be made a little less onorous, will unquestionably tend to engender good feeling toward the store. It is a part of the service that a store should give, not only to supply the goods, but to see that the customer's money should become as effective a buying agent as may be.

Selling from the Customers' Standpoint

Despite the fact that people as a general rule are well to do, there are a great many to whom the increasing price of food has been a real hardship, and the store that serves them best, who from its knowledge of trade conditions, is enabled to suggest ways in which buying may be made as economic as possible, is doing them a real service. It is to be remembered, too, that everyone has a buying limit. A certain part only of their resources can be spent on food, and forcing trade has often enough meant the making of a bad account where the fostering of that same trade would have assured good credit and a steady, profitable customer. No one would suggest a merchant making no effort to push his business, the only contention being that it is wise to keep an eye on the customer's advantage as well as the profit to be gained by the grocer.

Making a Leader of Cheaper Lines

The contention of a number of merchants with whom the CANADIAN GROCER representative has spoken, was that there are enough lines of goods where the increase, if any, has been merely nominal to make a very successful leader. Take rice, for instance. There has been very little increase in this commodity; yet, despite this fact, there has been no very pronounced increase in the sale. People use it, as they have always used it, as a pudding, or in soup; but there has been no increase in its sale, despite the fact that as a food product it has few equals. South of the Mason and Dixon line, the dish of grits, a variety of rice or hominy, is a necessity. No Southerner would think that he had been fed at all if his dish of grits were not included in every meal. It is mostly used as a vegetable, but may be eaten with sugar and milk. This is one of the healthiest of dishes, yet practically no grocers have taken the trouble to attempt to stimulate the trade in this line. No suggestion has been made that to half the world rice is a vegetable and a staple of food, not a mere dessert.

Macaroni is an inexpensive food, and its nourishing qualities are very high. It has not increased to any extent in price. Some grocers have noticed an increase in the sale of this commodity, but not on account of any pushing on their part, the popular demand for this wholesome food is increasing, and the sales are growing from day to day.

Why Not Use More Oysters

Meat is high, and fish is high, but oysters have remained about at normal figures. As everyone should know, there is the maximum of nourishment in the oyster, and there is not an atom of waste. It is one of the most inexpensive of foods, as well as one of the most attractive.

Butter is high, abnormally high, but why not feature honey as a substitute. Very few people exist who do not like honey; yet comparatively few use it to any extent. A little encouragement would help to stimulate the sale to the benefit of both yourself and your customers. Corn and cane syrups can be had without any increase in price, and these also may be used to conserve the butter supply. Cocoa as a beverage provides the maximum of nourishment, and has no heavy increases chalked against it to make its sale prohibitive. These are a few of the lines that suggest themselves.

Why should not the grocer get behind them and make them move. Every day the opportunity is presented to speak a word for the inexpensive lines. The complaint of high prices is an open invitation to speak of lines that are not high. Yet the bulk of the grocery trade has missed the opportunity; in doing so, they have to a certain extent at least helped to lay the onus of the high prices on their own shoulders.

Why not adopt the idea of selling lines that have not advanced? Why not feature them a little in your advertising? There are many of them if you will take the time to seek them out. Draw them to the attention of your customers in every way. In doing so, you are working both for his benefit and your own.

FURTHER FROSTS IN CALIFORNIA INJURE ORANGE CROP

Early this month another severe frost visited the northern California orange belt about one quarter of the available crop remaining being destroyed. The Tulare section was the most seriously effected though the Lindsay and Porterville sections also suffered considerable loss. The sections most severely effected were in the Northern Orange belt where a very fair proportion of the crop had already been marketed, so the result was not as serious as it otherwise might have been. Southern California where the bulk of the crop comes from, while it has felt some frost has not suffered as much as the Northern districts and it is not thought that the crop from this section is materially effected.

H. Monette, of Mont Rolland, Que., paid a business visit to Montreal this week.

Selling Bananas by the Pound

A Reasonable Method of Marketing That Is to the Advantage of Both the Retailer and Ultimate Consumer—Selling by the Dozen an Unbusinesslike Method

OF recent date there has grown up quite an agitation to put the selling of bananas on a more reasonable basis. The old system of selling by the dozen is open to a manifold number of objections and, is one that might well be superseded by more businesslike methods.

It has become a custom hallowed by long usage to sell fruit by the dozen. A good deal of fruit lends itself naturally to such a method of sale. Oranges, lemons and grapefruit are so graded before packing that there is an established unity in the pack. The purchaser is assured of getting a certain standard quantity in every dozen purchased. There is no variation in size because this fruit is mechanically graded and every orange in the box in the matter of size at least, is the exact replica of all the others. Consequently the dozen may be adopted as the standard of sale without any difficulty. But with the banana it is different. Bananas, it is true, are graded at the point of loading for size of bunch and general quality, but this is a rough grading at best when it is remembered that thousands of bunches may be graded by two or three men in the space of an hour or two. In the nature of things, too, any mathematical grading is an impossibility. Just as all oranges on a tree are not of the same size, so the bananas on a bunch, which is the usual production of the banana plant, show to an extent at least, the same variation. All bananas are not the same size. Consequently either you or the customer must lose in the transaction. The public has come to accept certain prices per dozen and within those limits are apparently satisfied. There is a growing feeling, however, that the trade in this valuable and profitable fruit could be stimulated by a new system of sale and at the same time, the retailer assured of a surer method of judging his margin of profit.

Wholesaler Buys by Pound, Retailer by the Bunch

The case for the retailer stands about this way. The wholesaler buys his bananas by the pound. That is he, buys cars on the basis of their net weight. As most people know even in the best graded car there is a wide variety of quality and size, yet in the main the price of these bananas to the retail trade is based on the net cost of this car divided by the number of bunches with the wholesaler's profit added. In other words the man who buys the smallest and poorest bunch in the car is liable to pay the same price as the man who buys the best. Possibly very small bunches may be singled out for a lower price, but in the main there will be no discrimination.

Nor is this the fault of the wholesaler. No man living can judge to a fraction the exact proportionate values of a car of bananas. The fault is in the system of sale, not in the sellers.

Who Loses, Retailer or Customer?

Possibly you buy one of the smaller bunches. Custom says that you shall sell at so much per dozen. Your neighbor buys one of the larger bunches, and sells at the same price. Now, which loses, you or your customer? The answer is, "probably both." The small bunch will not show you the same margin of profit. The dozen from this bunch will not have the same quantity of fruit as is found on the larger bunch. Yet we are hidebound to this antiquated system because dealers, generally, lack the initiative to change to a better system.

With this old method the dealer at best can but estimate his profit per bunch, and a very rough estimate it is. As a consequence, a good many dealers, though they may not know it, are selling bananas at no margin of profit and not improbably at a loss.

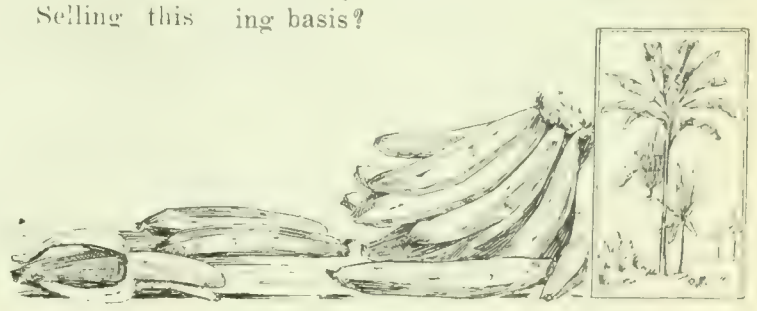
The Method Outlined

Now, how would it work out under the selling by the pound system. Take, for instance, a bunch of bananas weighing about 80 pounds, a pretty good average weight, the stalk would weigh about 8 pounds, leaving exactly 72 pounds of fruit to be disposed of. Selling this bunch at 20 cents a dozen, what profit would be made? There is a beautiful uncertainty about the method that renders it impossible to state definitely, but there isn't a question of a doubt that the profit would be a negligible quantity. But supposing this bunch were bought by the retailer at 3 cents a pound, which would bring it to $2.40, which is about the price that is ranging at present, the dealer has a definite price on which to base his selling. Suppose he sells for 5 cents a pound, surely not a high price for bananas, yet the dealer is sure of 2 cents a pound profit on 72 pounds of fruit, or $1.44, and that is more than most grocers have netted in many a long day.

What Would be the Customer's Attitude

How will the customers take to this new method? No one can guarantee the public taste, but it seems reasonable to suppose that any method that can be backed by a sound, forceful and logical argument should meet with the approval of the public in general. It should not be difficult to explain to the average customer that the first buyer by this method cannot get the pick of the bunch without paying for it, that the last customer will not have to pay the same as the first for a much inferior quality of fruit. It might take a little training, for habits are strong chains, but it is fairly certain that the customers would realize that it was to their benefit as well as to the grocers, that this buying and selling in the dark was an outworn system.

This method of selling has never been tried in Canada, but it has been in the United States, and its popularity is growing. Providence, R.I., Lincoln, Neb., Oklahoma City, are among some of the cities who have put this plan into successful operation and have given it their unqualified endorsation. Why go on trading in the dark? Why not put every item of your trade list on a sound selling basis?



CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*
H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address; Atabek, London, England.

Subscription: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX. **TORONTO, DECEMBER 29, 1916** **No. 52**

THERE is this difficulty about a food boycott. Every person has the secret inclination or intention of letting everybody else do it.

* * *

ONE CANNOT help admiring the perseverance of President Wilson. He has made so many mistakes. It must have taken some courage to go ahead and make another one.

* * *

THE NEWS of Germany's peace proposal was received with rejoicing at the meeting of the Executive Board of the National Association of Retail Grocers in the Hotel Sherman, Chicago.

* * *

SPEAKING of the antique eggs that investigators are discovering in storage these days, a friend reports that he even found "The Lays of Ancient Rome" in a second-hand establishment.—*Chicago Herald.*

* * *

THE HIGH Cost of Living seems to strike in queer quarters. It is reported that John D. Rockefeller has been complaining to his grocer of the high charges on his grocery bill. Now if we were just half as well upholstered in this world's goods as is John D. Jr., we wouldn't greatly care if eggs were selling at $2.00 a dozen. Perhaps prosperity might cause us to lose that generous streak, however.

* * *

SOME small boys of Sacramento, California, the other day discovered $5,000 hidden in an old tin can. Within a very short time they had managed to dispose of $3,000 in the purchase of candy and doubtless would have gotten rid of the whole amount if the police had not intervened. To these small boys fifty cents' worth of striped candy looked like a very good exchange for a few paltry thousands.

ANOTHER WORD FOR MARGARINE

THE agitation in favor of the sale of Oleomargarine seems to be increasing, nor do these opinions come from those whose opinions may be lightly set aside. From the Toronto Health Bulletin we quote the following:

OLEOMARGARINE

There has been considerable controversy recently in regard to oleomargarine and the question is frequently asked whether its manufacture and sale should be permitted. In answer to this we would say that there is no scientific reason why oleomargarine should not be manufactured and sold as a substitute for butter, insisting, however, that it be sold only as a substitute and labelled as such. It contains practically as much nourishment as butter and as far as experiments have gone, has been shown to be quite as digestible, in fact preferable to the lower grades of butter. It can be manufactured and sold for decidedly less than butter. Steps should undoubtedly be taken at once to secure legislation that would warrant the manufacture and sale of this article of diet, in view of the prohibitive cost of butter at the present time.

EXPANDING COCOA TRADE

THE United States Department of Commerce noted a very pronounced increase in the consumption of Chocolate and Cocoa. This would seem an unusual condition, as prior to the war, the trade in these commodities was controlled largely by European middlemen. The difficulties of transportation and trade generally has had the effect of shifting this balance of trade, and as a rule shipments in these

commodities have been coming direct from the country of their production.

Despite this change in the usual trade conditions the supply has been most decidedly increased and has been readily consumed. According to the departments figures, during the fiscal year 1916 the importations of these commodities amounted to the large total of 243,232,000 pounds as against a total import of 192,306,000 pounds of the year preceding. This shows an increased importation of 50,926,000 pounds, the value of this increased item reaching the handsome figures of $12,000,000. The dry spell that is sweeping over the United States as well as Canada must be having effect. There has been no corresponding decline in the sale of Teas and Coffee, hence it is natural to suppose that this increased consumption of temperance beverages has taken the place of something stronger.

THE TRAVELER, GOD BLESS HIM!

BY all means let us say a good word for the traveler. His "merry morning face" alone has started many a merchant out on a successful day. His very presence is an outward and visible sign of your prosperity. Who is going to make a bid for the trade of the down and outer? Ah, but say some, he induced me to buy a lot of dead stock. Well you didn't think it dead when you bought it, and it is only dead now probably because you have come to think so. He handed you a line of argument that you, a hard headed business man with an eye peeled for the sight of profit, assented to. The goods haven't changed, and the argument hasn't lost its force. Why then is the stock dead? May it not have to be admitted that the stock is dead because you are showing an inferior brand of salesmanship to the cheerful lad who sold you in the first instance. Yes, the good old traveler goes on traveling rain or shine, always with a cheerful smile and an apt retort. You can't help liking the beggar, even if he does eat into your time. Well if he does, he gives you value for it.—Little useful hints, selling ideas, and advertising possibilities. He's a friend at court. He serves his firm loyally, but is loyal to his customers also. He takes a lot of abuse with cheerfulness, perhaps he deserves a little of it, but at the back of it all he is one of the best friends the retailer has.

Don't be stingy with the kind words. Remember you probably had a better breakfast than he did, and you didn't spend the night, in a draughty moth eaten hotel. Yet he's cheerful. Don't let him beat you in the little matter of cheerfulness. And don't forget to say a kind word for the traveler—God bless him.

THE MAN WHO READS THE ADVERTISING PAGE

RECENTLY a prominent American business magnate was asked the type question that is always put to men of his class. To what do you attribute your success? Out of every hundred who have faced this question, about 99 have dropped a few modest words relative to their own early diligence. This one exception remarked, "I read the advertisements." He was a well-posted man because he was abreast of the commercial activity of his time. He was keen to notice and quick to profit by a suggestion that might be of use to him. Out of the thousand and one advertisements that daily met his eye the one might be a lead for him to follow. Waste time? Certainly not. Nothing is waste that can show results and this system showed one man at least a fortune beyond the dreams of avarice. There is a certain hint here too for the merchant. Following advertisements may prove a very valuable occupation for you. For one thing advertising is a fine art. Men are paid large salaries for ideas suggestive enough to catch the fickle public taste. Here is a training school for salesmen. For yourself, for your clerks. If another man can sell goods by these methods, so in all probability can you.

People nowadays are reading advertisements, they know what goods are advertised and to a great degree judge them on that standard. The public judgment is of necessity your judgment if you are to serve that public successfully. If you do not study the advertisements you are placing yourself at a disadvantage; you are not abreast of the public demand. For, say what you will, the public demand is to a large extent built up on successful advertising.

Ponder the suggestion of the man who made a million by reading the advertisements.

COMMON-SENSE vs. THE BANKRUPTCY COURTS

HOWEVER, we may try to hide the fact these are perilous times for the trade. To carry on even a small business requires a very considerable outlay of capital, and an intelligent understanding of conditions that has never before been so urgently demanded. The merchant who now buys indiscriminately is courting disaster. It is a hard saying this, for the merchant is being faced daily with opportunities of buying goods that are sure to rise. He sees large profits in anticipation. If he is not clear headed and cautious he may be induced to buy more than he can possibly expect to sell within a reasonable time. It is this indiscriminate buying that provides the material for the commercial agencies' bankruptcy reports. The only safe rule is to buy so that all your liabilities can be liquidated within thirty days. It may mean passing by what may look like golden opportunities. Better to do that than to have these same golden opportunities prove your ruin. They will prove that this year for a great many merchants beyond doubt. Men who have financed on enthusiasm and optimism, both be it noted, good qualities if backed by common horse-sense, and common-sense in this regard spells Capital.

Buy wisely, buy intelligently, but before all buy within your range of capital. Eternal vigilance is the price of safety.

Finance Dept. Says "Original Cost"

New Commissioner on Taxes Agrees With Theory That Inventory Should be Taken at "Original Cost"—Department Will Accept This as Fair Basis—Not After "the Last Cent."

From interview by CANADIAN GROCER *representative with R. W. Breadner, of the Finance Dept., Ottawa.*

THE attitude of the Department of Finance and the new law on the taxation of excess profits on a capitalization of $50,000 and over, in its relation to the annual valuation of the stocks, both of manufacturers, whole salers, and retailers, has been-ascertained by a staff member of CANADIAN GROCER in an interview that was secured with the Commissioner on Taxes. R. W. Breadner.

In a word, Mr. Breadner, who has been placed in charge of the new department by Sir Thomas White, declared that the department not only "allows" the merchant and the manufacturer to value their stocks on the basis of the cost, in spite of the big advances that have taken place lately, but will encourage them to follow this practice.

CANADIAN GROCER found the new official thoroughly in sympathy with the theory which we have been endeavoring to impress on every merchant, that he should form his plans, both in buying and selling, on the assumption that a turn is certain to come in the market with a suddenness that cannot be met on the instant, and will require "preparedness" of many months to meet with comfort.

Unwise to Inflate Values

The commissioner realizes that with the market reversed it may be difficult to secure normal profits and that it is unwise for a merchant to inflate the valuation of his stocks at this time simply because wholesale prices happen to be high.

The new Act, as most will recall, gives the Government 25 per cent. of the profits after allowing 7½ per cent. dividend on the capital. If the stock is taken in at the present wholesale cost prices, the net "profits" will be correspondingly greater than if the basis of the inventory were the invoiced cost of the goods.

Not Out After the Last Cent

"If the merchant advances his valuation as you suggest, he will show a big surplus, which at once becomes taxable, but we do not wish to gain from this. The department desires to administer the Act with equity and fairness. **We are not going out after the last cent; we are not going to jeopardize any one. Just as in the case of the "stocks" of the stock market, we do not recognize high quotations as real assets, for the market may drop the next day.** We would accept the price paid by a "private" shareholder as a far more reliable criterion—the value he considers the stock to hold for investment purposes.

Take in Stock at Actual Cost

"So with 'stocks' in the form of merchandise. We would not consider the increases in value as profits until the goods actually had been disposed of. **Let the merchant set down his merchandise at actual cost;** if he makes more when he comes to sell it, he will get it next year; if the market goes down, then he is not out in his estimate for 1916."

Many Inspectors at Work

The department has a number of inspectors at work in various centres advising manufacturers, jobbers, retailers, and all other kinds of business firms as to the proper method of figuring out their returns to the Government. There are two or three at work practically all the time in Toronto, one in Hamilton district, one in London, two in the Lower Provinces, three in Quebec, one in Winnipeg, another in Calgary, another In Vancouver, and so on.

THE BIGGEST PROBLEM OF THE YEAR

Undoubtedly the biggest problem that has faced the merchant in years has been the question of stock-taking this year. In the first place the past twelvemonth has seen such remarkable advances in the cost of goods that every merchant finds himself to-day with a very considerable increase in the amount of capital tied up in his business. Some retailers have partially overcome this by reducing their stocks; but, when the increased costs of doing business are added to the advanced valuation of stocks, it is safe to assume that all retailers have more money tied up now than ever before. Important problems arise out of this situation, involving banking arrangements and matters of credit generally. The problem of the moment, however, is that of the inventory.

In last week's issue two articles appeared, dealing with several phases of stock-taking. The question was discussed as to whether the retailer should take stock at the original cost of the goods in stock or at the present wholesale value of same and the conclusion was reached that it was better to "play safe" by inventorying goods on the basis of original cost. Since the appearance of this article there has been considerable discussion in the trade and the conclusion reached has found very general acceptance. It is probable that a large majority of grocers will proceed along these lines.

Another point that comes up in this connection is the matter of war taxes. The Government exacts a tax on war profits and the question arose as to whether increase in the value of stock held as a result of rising prices could be counted as profits. This interpretation would have created a serious situation and CANADIAN GROCER sent a representative to Ottawa to get information from the Government on this point. The result of the visit is given in the accompanying article.

TO FACILITATE IMPORTS

The Department of Trade and Commerce stated that it would greatly facilitate the despatch of business if firms in Canada desiring to import from the United Kingdom such goods as are on the restricted export list would communicate with the Department of Trade and Commerce, Ottawa, as soon as the order is placed.

The death occurred very suddenly at his home of Peter Hastings, grocer and confectioner, 1264 College St., Toronto. Death was due to heart failure. The late Mr. Hastings had been a resident of Toronto for the past twenty-five years.

Roads from the Merchants' Standpoint

What a Number of Progressive Merchants Actually Think of the Bearing of Good Roads on Business—Some Telling Instances to Prove the Contention That Roads Influence Trade—An Interesting Discussion.

CANADIAN GROCER published last week an article dealing with the effect of good roads on the general merchants' trade. This matter is of such great moment to the trade at large that a number of retailers were queried to get their opinion on the matter. From replies received it is very evident that there is a widespread belief that the coming of good roads would have a most decided effect on the business of the grocery store, more especially in the smaller centres, though even the cities feel the effect of better road conditions.

N. Lalonde, of 364 Charlevoix Street, Montreal, believes that improved road conditions have a very marked effect on trade. "Two years ago," he states, "our street was in such a bad state that we lost a good deal of business on account of it. People would not pass on such a street. Last year all our streets were paved, and we at once noted a most decided improvement in business."

City and Town Stores Benefit Most

J. E. Marshall, of Niagara Falls, Ont., is of the opinion that city and town stores would be the chief ones to benefit by the improvement in roads. The country stores, he thinks, would break about even, losing some trade and gaining some, that would otherwise go to larger stores.

Northern Opinions

Opinions from the north country all agree in the value to the merchant of good roads. Chas. Reckin, Cobalt, Ont., is a strong believer in good roads, though he states that there is very little farmers' trade in his vicinity.

G. G. Smith, New Liskeard Ont., gives a definite instance of the effect of good roads on trade: "The greater part of the trade of the township east of Earlton went to Thornloe about two years ago on account of a bad piece of road east of Earlton."

N. G. Armstrong, of North Bay, notes: "The road from North Bay south to Callandar, through the Township of Chisholm, has been improved, and has been the means of bringing new business to North Bay."

W. H. Ewing, of Sault Ste. Marie, Ont., notices one outstanding instance of the drawing power of a good road. Since the trunk road from Sudbury to Sault Ste. Marie was built, he states that farmers will come as far as 20 to 30 miles to deal at that city.

A Town With No Roads

W. Sproule, of White River, Ont., is not troubled by the matter of roads as long as the railway keeps moving, and even if it doesn't, he apparently doesn't worry greatly. He writes: "We are in the peculiar position of having no roads outside of the C. P. Railway. You could not drive in or out of here. A tie-up on the C. P. R. is if anything good business for us. We could not speak from experience for this reason."

David B. Ritchie, St. Chrysostome, Que., states that his community has done something in regard to good roads, but seems to have grown indifferent to the matter. He is himself a staunch exponent of the value of good roads.

A Bennington merchant notes that last spring the roads in his vicinity were in a desperate state, with the result that the persons who would naturally pass his door were diverted to roads north and south.

A Doubtful Voice

The Young Trading Company, of Young, Sask., speak with a doubtful voice. They believe that bad roads may be detrimental to trade in some places.

H. H. Guay, Ltd., Victoriaville, Que., on the other hand, believes that good roads have a decided effect on business. He states: "We are sure that business has been driven from localities by bad roads. He notes, however, that his community has done a good deal to improve the roads, especially in the last three years, and with the co-operation of the farmers."

Country versus Town Stores

Charles Asoyuf, Eel River Bridge, N.B., puts the case as a matter between the town and country store. "Where the roads are good, the people like to go to town; when they are bad, they would sooner go to the country store."

Hart & Ellis, of Meaford, Ont., believe that bad stores are detrimental to trade, especially to that of town stores. Their letter continues: "We have no definite instances where trade has been switched by bad roads, but we believe that when the farmers are continually talking of the poor roads that the town surrounded and approached by good roads will get a better amount of business. Also we believe that bad roads tend to encourage mail order business by rural mail delivery."

J. A. Sneath, Thorold, Ont., believes that good roads are of advantage, especially situated as his store is four miles from one city and seven from another. He notes that they have good roads in the country and paved streets in the town—surely a happy combination.

A Bituminous Surface Treatment, using an oil carrying 70 per cent. of asphalt

C. A. Elsey, of Campbellville, notices that many people come to Campbellville for goods instead of going to another neighboring town. The explanation he gives is that the roads leading to the other town are heavy at certain seasons of the year.

The Grills Co., New Liskeard, states that the roads in that section are very bad spring and fall, and they notice that people living near Thornloe come to New Liskeard more during those seasons than at other times, owing to the still worse roads in other directions.

A Comprehensive Western Opinion.

E. T. Marks, of Elbow, Sask., thinks that bad roads are most detrimental to villages. Mr. Marks letter continues: "During Government relief work, an improvement was made on a road coming into Elbow from across the river. It had always been a complaint from those compelled to travel it. Other facilities opened up before the stated improvement was made so that the results were not realized that were expected.

In addition to above I can cite flag station, Aiktow, Sask. A bad piece of sand was encountered when hauling grain from Maple Bush district, causing hauling to be diverted to other points. The sand road was strawed and otherwise firmed up and now the station enjoys good patronage.

I have tried to influence councillors towards improving road to Elbow, but other villages are so situated that equal claim can be made hence nothing much done. In my opinion village council would be justified in assisting if need be improvement on such road or urging municipality doing it.

It is very evident from this discussion that good roads bear a very close relationship indeed to business, and it behooves the merchant to bend his energies to seeing that the roads in his vicinity are improved. If he does not some other locality may be more progressive and the trade that is naturally his may be turned into other channels.

Is There a Limit to Sale?

Is There a Price Beyond Which Goods Will Not Sell?—Is There a Price Beyond Which It Is Not Wise to Buy?—A Toronto Merchant Thinks There Is—The List of Goods That His Store Has Not Advanced in Price.

"THERE is not a single line in my store that I would feel safe to invest heavily in at the present market prices," declared George Barron, of Robt. Barron & Sons, Toronto grocers, in an interview this week with CANADIAN GROCER. "There is not a single line of groceries that I would advise any merchant to stock up in at the present time," he added.

"What about butter?" inquired C. G.

"Not even butter. We heard a lot a while ago about butter going up to 75 cents or more a pound, but I cannot see where there is a chance of its doing so. Not because, theoretically, 75 cents may not be a fairer price for butter in a month or so than fifty cents is to-day, but I have found, and these war days are proving no exception to the old rule,—that there is a price level beyond which merchandise cannot and will not advance. If it touches a very high point, it at once recedes, for the simple reason that the public refuses to follow it, and when sales stop, automatically merchandise must go down to meet the buyer.

High Prices Ring Their Own Knell

"You have heard about eggs going up to fabulous prices. One dollar was asked on the market the other day, but were there any buyers? The eggs reached dollar—asked—and then went down. The price was too high, the demand ceased, and the price had to come down. I do not think I have sold any eggs above 65 cents and I don't expect to.

"So with apples. In a few months there will of course be a far greater scarcity than there is to-day, but will the price at which apples are sold be much higher than it is to-day? All that will be allowed to the holder of apples at the end of a few months will not be an advance on account of the greater scarcity of this line, but a bare increase to cover the extra cost of carrying over the fruit for the extra time.

"No, the market to-day is not a proper one on which to speculate. I think that in practically every line it has just about reached the high level."

Goods That Have Not Advanced

Mr. Barron had worked out a list for a customer who had been complaining of increased prices.

"The public do not seem to realize that there are many lines that have not gone up," he said. "I have jotted down here some of these, where advances have not been made in our store prices. In some the wholesale has gone up, but we have so far, absorbed the increase, such as on olives, and in other cases have stocks on hand still, that were bought before the rise."

The list is of interest: Bulk teas, coffee, rice, baking powder, laundry soaps (will go up soon), ammonia powder, preserved fruits, domestic jams and jellies, oranges, grape fruit, shredded wheat biscuits, corn flakes, prunes, olives, pearline, bon ami, cocoa, chocolate, salt, shoe dressings, stove polishes, honey, and extracts.

CALIFORNIA'S RECORD LEMON CROP

The California lemon crop this year bids fair to make a record mark. It is estimated that the state will ship ten thousand cars. This is a very marked increase over the shipment last year which reached only seven thousand.

The extent of this crop may be better estimated when it is realized that up to the present the amount of lemons consumed by Canada and the United States has totalled only some 12,000 cars. In other words, California is expected to produce this year almost as many lemons as were consumed by these two countries from all sources.

The lemon industry of California is of comparatively recent growth. Ten years ago the State shipped only three thousand cars and the lemons were very little known on the Eastern market. From that date, however, the output has been steadily increasing, and will continue to do so for there are many groves that have not yet come into bearing. Indeed this year's crop is only considered of ordinary proportions. It is the increase in the bearing groves that has made the difference.

The California lemon season is at its height in October and November, and from that on lemons can be obtained practically all the year. Unlike oranges, a lemon must be picked green to ensure it keeping. A peculiar feature of the lemon tree that few people understand is that it is an all-the-year producer; blossoms, young lemons and fully developed lemons are all found on the tree at the same time. The fruit is picked every month, as soon as it has reached a certain size.

The lemon up to the present has been a much underestimated fruit. People have known it as a beverage and a pie, but the many other uses have passed them by. With the enormously increasing supply, however, the lemon is gradually coming to its own and its many other virtues are being discovered.

Synopsis of Law Conditions Governing the Sale of Food Products

The Standards of Sale Outlined—How Infringements May Occur, and the Penalties Attached Thereto—Information That Is of Value to the Retailer

THE laws respecting the sale of food commodities are of such direct interest to the grocery trade that we are reprinting herewith a synopsis of these laws arranged by the Department of Trade and Commerce, for the information and protection of the trade.

A thorough understanding of these laws may be of inestimable value to the retailer and may, in many cases, mean an actual protection to him.

Commodity.	Existing Law Governing Sale.	Penalty for Violation Thereof.
	Flour, Meal, Rolled Oats, Etc. (Chap. 36, 1914, Amendment to Inspection and Sale Act.)	
Flour, meal, rolled oats, rolled wheat and feed.	Every barrel, half barrel, bag, sack or package must have marked thereon the name of the packer and the brand and the weight of the contents, and in the case of feed, the composition thereof.	Every barrel or half barrel not properly marked shall be liable to a penalty of 10c. Vide sections 172 and 173 of chap. 85 as amended by chap. 36, 1914. Every bag, sack or package not properly marked shall be liable to a penalty of $1. Vide sec. 15, chap. 36, statutes of 1914.
	Vegetable and Other Articles. (Chap. 36, 1914, Amendment to Inspection and Sale Act.)	
Bushels. — Weight in Dominion Standard pounds.	Unless a bushel by measure is specially agreed upon, it must weigh the number of pounds set opposite each article.	Every person who violates the provision that a bushel of any article shall be determined by weighing and specifying the number of pounds such bushel shall contain, shall be liable on summary conviction, to a penalty not exceeding $25 for a first offence, and not exceeding $50 for each subsequent offence. Vide sec. 357, chap, 85, R.S.C.
Artichokes — 56 lbs.		
Beans — 60 "		
Beets — 50 "		
Bituminous coal — 70 "		
Blue grass seed — 14 "		
Carrots — 50 "		
Castor beans — 40 "		
Clover seed — 60 "		
Hemp seed — 44 "		
Lime — 70 "		
Malt — 36 "		
Onions — 50 "		
Parsnips — 45 "		
Potatoes — 60 "		
Timothy seed — 48 "		
Turnips — 50 "		
Bags. — Weight in Dominion Standard pounds.	A bag of any of the articles mentioned, must weigh the number of pounds set opposite the name of such article.	Every person who sells or offers for sale any bag of the vegetables mentioned that does not contain the number of pounds called for shall be liable, to a fine of $25 for a first offence, and $50 for each subsequent offence. Vide sec. 19, chap. 36.
Artichokes — 84 lbs.		
Beets — 75 "		
Carrots — 75 "		
Onions — 75 "		
Parsnips — 65 "		
Potatoes — 90 "		
Turnips — 75 "		
Potatoes in barrels, 165 lbs.	A barrel of potatoes shall mean, unless a barrel of specified size, kind or content by measure is agreed upon, 165 Dominion standard pounds of potatoes.	No specific penalty is provided.
	Eggs. (Chap. 85 Inspection and Sale Act.)	
Eggs	When eggs are described as sold by the standard dozen, the dozen shall mean one pound and a half.	No specific penalty is provided.
	Salt. (Chap. 85 Inspection and Sale Act.)	
Salt	Every barrel of salt packed in bulk, sold or offered for sale, shall contain two hundred and eighty pounds of salt, and every barrel or sack of salt sold or offered for sale, shall have the correct gross weight thereof, and in the case of a barrel the net weight also, marked upon it in a plain and permanent manner. When bags of salt are packed in barrels, the number of bags contained in the barrel and the weight of the aggregate amount of salt shall be marked, stamped or branded on one head of the barrel. The name or the registered trade-mark of the packer of the salt, if it is packed in Canada, or the name and address of the importer, if it is packed elsewhere than in Canada, shall be marked, stamped or branded on every barrel or sack of salt sold or offered for sale in Canada.	Every person who neglects to comply with any of these provisions relating to salt, and every person who sells or offers for sale any salt in contravention of any of such provisions, shall be liable, on summary conviction, to a penalty of not less than ten dollars for each offence; but no deficiency in the weight of the salt contained in any package shall be deemed a contravention of such provisions unless such deficiency exceeds five per centum. No penalty shall be recoverable under this section unless proceedings for the recovery thereof are instituted within twenty days after delivery of the package of salt with respect to which it is claimed that a contravention of such provisions has been committed.
	Butter. (Chap. 7, 1914, Dairy Industry Act.)	
Butter	The manufacture and import of oleomargarine or other like substitutes for butter is entirely prohibited, nor must any person incorporate	A fine of from $10 to $50 is provided, and in default thereof, imprisonment for a term not exceeding 6 months.

Commodity.	Existing Law Governing Sale.	Penalty for Violation Thereof.
Butter	Butter (continued) any ingredients in butter not provided by the Act and Regulations based thereon. The character and weight of butter is described in sec. 6 of the above Act. Butter must not contain over sixteen per cent. of water. The full net weights are provided for ¼ lb., ½ lb., 1 lb. and 2 lbs. when moulded or cut.	
Cheese	CHEESE. (Chap. 7, 1914, Dairy Industry Act.) Sections 7 and 8 of the said Act, provides that no cheese shall be made from skimmed milk, and no adulteration shall take place during the process of making.	The Act provides for a fine of from $200 to $400 on summary conviction, and in default of payment, imprisonment for a term not exceeding 6 months.
Meat and canned foods	Meat and Canned Foods. (Chap. 27, 1907, Meat and Canned Foods Act.) These articles are governed by the Act just above quoted which applies only to such when intended for export out of Canada or from one province of Canada to another. The following definition explains what the various terms cover: Unless the context otherwise requires,— 'a) 'carcases' means the carcases of cattle, sheep, swine, goats, game or poultry; (b) 'establishment' means any abattoir, packing house, or other premises in which such animals are slaughtered, or in which any parts thereof or products thereof, or fish, or fruit, or vegetables, are prepared for food for export or are stored for export; (c) 'export' means export out of Canada, or out of any province to any other province thereof; (d) 'food' includes every article used for food or drink by man, and every ingredient intended for mixing with the food or drink of man for any purpose. When an establishment is operated as an export house everything packed, handled or produced in same is subject in the province where situate or for export therefrom.	Penalties up to $500 have been enacted to cover various provisions of the Act.
Apples	APPLES. (Chap. 85, Inspection and Sale Act and Amendments.) Barrels used for packing apples must be 26¼ inches between the heads inside measure, 17 inches in diameter at head and have a middle diameter of 18½ inches, containing as nearly as possible 96 quarts. Boxes used for packing apples must be not less than 10 inches deep, 11 inches in width and 20 inches long, representing as nearly as possible 2,200 cubic inches. Every such package (barrel or box), must be marked with the name of the person or corporation doing the packing, the name of the variety and the grade, viz.:—Fancy, No. 1, No. 2, No. 3.	For improper marking fines from $10 to $200. Faulty dimensions of barrels and boxes, 25c. each, with costs of prosecution.
Fruit (b) 'fruit' shall not include wild fruit, nor cranberries, whether wild or cultivated. (c) 'culls' shall include fruit that is either very small for the variety, or immature, or the skin of which is broken so as to expose the tissue beneath, or that is so injured by insects, fungi, abnormal growths, or other causes, as to render it unmerchantable.	BERRIES, ETC. (Chap. 85 Inspection and Sale Act and Amendments.) Every box of berries or currants offered for sale and every berry box manufactured and offered for sale, in Canada, shall be plainly marked on the side of the box, in black letters at least half an inch square, with the word 'Short', unless it contains when level-full as nearly exactly as practicable,— (a) at least four-fifths of a quart; or, (b) two-fifths of a quart. 2. Every basket of fruit offered for sale in Canada, unless stamped on the side plainly in black letters at least three-quarters of an inch deep and wide, with the word 'Quart" in full, preceded with the minimum number of quarts, omitting fractions, which the basket will hold when level-full, shall contain, when level-full, one or other of the following quantities:— (a) Fifteen quarts or more. (b) Eleven quarts, and be five and three-fourths inches deep perpendicularly, eighteen and three-fourths inches in length, and eight inches in width at the top of the basket, sixteen and three-fourths inches in length and six and seven-eighths inches in width at the bottom of the basket, as nearly exactly as practicable, all measurements to be inside of the veneer proper and not to include the top band. (c) Six quarts, and be four and one-half inches deep perpendicularly, fifteen and three-eighths inches in length and seven inches in width at the top of the basket, thirteen and one-half inches in length, and five and seven-eighths inches in width at the bottom of the basket, as nearly exactly as practicable, all measurements to be inside of the veneer proper 12This will reduce to 55½ cubic inches.	Every person who violates any of these provisions shall be liable, on summary conviction, to a penalty of twenty-five cents for each barrel of apples, or box of apples, pears, quinces, berries, or currants, or basket of fruit, or berry-box, respecting which such violation is committed, together with the costs of prosecution; and in default of payment of such fine and costs shall be liable to imprisonment, with or without hard labor, for a term not exceeding one month, unless such fine and costs, and the costs of enforcing them, are sooner paid.

Commodity.	Existing Law Governing Sale.	Penalty for Violation Thereof.
Fruit	Berries, etc. (continued) and not to include the top band: Provided that the Governor in Council may, by proclamation, exempt any province from the operation of this section. (d) Two and two-fifths quarts, as nearly exactly as practicable. The practice now in the Fruit Commissioners Branch is to have the Inspection performed at the initial points where the fruit is packed, thereby providing for the protection of the consumer in Canada, as well as the consumer abroad. Formerly this was done at the points of exit out of the country when fruit was inspected for export only. Imported Fruit, the kind of which may be prescribed by regulation made by the Governor in Council must be branded or marked according to such regulation and any packages not so marked may be destroyed, and a fine of not more than $50 imposed.	
Hay and Straw	HAY AND STRAW. (Chap. 85 Inspection and Sale Act.) The grades of hay shall be as follows:— Prime timothy shall be pure timothy, perfect in color, sound and well cured; No. 1 timothy shall be timothy with not more than one-eighth of clover or other tame grasses mixed, of good color, sound and well cured; No. 2 timothy shall be timothy with not more than one-third of clover or other tame grasses mixed, of good color, sound and well cured; No. 3 timothy shall consist of at least fifty per cent. of timothy and the balance of clover or other tame grasses mixed, of fair color, sound and well cured: No. 1 clover shall be clover with not more than one-quarter of timothy or other tame grasses mixed, of good color, sound and well cured; No. 2 clover shall be clover with not more than one-quarter of timothy or other tame grasses mixed, of fair color, sound and well cured; Mixed hay shall be hay which does not come under the description of timothy or clover, and which is in good condition, of good color, sound and well cured: No grade shall include all kinds of hay badly cured, stained or out of condition; Shipping grade shall be hay in good condition, pressed, sound and well cured. The rates for the inspection of hay shall be twenty cents for every ton. In the province of Quebec, the following shall be the standard weights for hay and straw, unless sold by the ton, or unless it appears that the parties to the contract agreed otherwise:— a bundle of timothy, clover or other hay, with a timothy band, fifteen pounds; a bundle of timothy, clover or other hay, bound with a withe, sixteen pounds; a bundle of straw, twelve pounds.	No specific penalty is provided.
Pickled Fish	PICKLED FISH. (Chap. 45. 1914, Inspection and Branding of Pickled Fish.) The act applies to salted herring, alewives, mackerel and salmon, but the Governor in Council may extend any or all of its provisions to other kinds of fish. No branding by the Inspector is permitted, unless the fish is caught, cured and packed according to regulations. The fish to be packed in barrels, half barrels or other packages. Branding is to be done only by the Inspectors, who may enter any premises to examine barrels, half barrels, or other packages of fish suspected of being falsely marked. Inspection under the act is not compulsory, but the act does not permit of any one branding or marking any barrels, half barrels or packages of fish except the Inspectors as aforesaid.	Penalties under the act range from $20 or two months imprisonment to $500 and 6 months imprisonment or both
Fish Oils	FISH OILS. (Chap. 85, Inspection and Sale Act.) The Act applies to whale, seal, porpoise, herring, sturgeon, siskawitz and all other kinds of oils derived from fishes and marine animals. Fish oil shall be packed in good, tight casks sound and staunch and made of hardwood. The Inspector of Deputy Inspector shall determine the gauge of each cask containing Fish oil and the outs thereof and shall mark the same on the cask. If the same contained water or other adulteration the fact shall be scribed or branded thereon, also the quality, month, last two figures of the year when inspected, initials of the Christian name or names, entire surname of the Inspector, place of Inspection, initial letters of the province. Nothing in this Act shall oblige any person to cause any article to be inspected but if inspected it shall be subject to the provisions of this Act.	No Specific penalty is provided.

CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.

Quebec

A. F. Plant, Sherbrooke, has sold the stock of his grocery store.

A. Pellerin, of St. Agathe, Que., was a visitor in Montreal just before Christmas. M. Pellerin is in the fruit business.

H. D. Marshall, Montreal, has been appointed representative of the Phoenix Packing Co., of California, for Montreal and district.

F. E. Bolin, of the Robin Hood Milling Company's Montreal staff, has been transferred to the firm's branch and offices at Moose Jaw, Sask.

J. H. McDonald, of the B.C. Manufacturing Co., Ltd., paid a visit to Montreal during the week before Christmas, renewing business acquaintances.

From St. Johns, Que., just before the Christmas holidays, L. Papineau, fruit and vegetable merchant, arrived in Montreal to do some holiday business.

C. B. Hart, broker, Montreal, has returned from a business visit to New Yor. He found the American Metropolis in the throes of about the busiest Christmas season he has seen for some time.

Representatives of most of the large business houses of Montreal are now in town for the holiday season, and reports of good business conditions in the rural districts and country towns are being generally heard.

For the first time since his illness Peter Kearney, of the firm of Kearney Bros., tea merchants, Montreal, has been able this season to spend Christmas and New Year holidays in the Adirondacks. This further sign of his steady progress towards recovery is welcomed by many friends in the business circles of Montreal.

A new Montreal appointment of especial interest in tea trade and other business circles is that of W. J. Roberts to the Canadian Agency of the W. R. Grace Co., of New York, importers and exporters of teas, coffees, dried fruits and many other lines. For the past nine or ten years Mr. Roberts has been with W. H. Halford, of the Furuya Nishimura Co., tea importers, Montreal, and besides being popular in a wide business circle, he is regarded as an exceedingly efficient man in his line of business. His appointment to the Montreal branch of the Grace Co. with offices in the Lewis Building, Montreal, is cause for the congratulations of many friends.

Zephirin Hebert, president of Hudon Hebert et Cie, Montreal, desires to correct the impression (due to an evening paper error) that he considers canned goods high in price because the industry is trust controlled. Mr. Hebert, when going into this matter before the Legislative Committee at Quebec lately, explained the functions of the "Holding Company" in regulating the canned goods business against the glutting of the market through over-production in rich fruit and vegetable seasons. An evening paper reporter apparently misheard or misunderstood him, with the result that his views were erroneously taken to imply, "trust control." He also mentions that at the same meeting he did not advise the removal of the duty on sugar from U.S.A., but on the matters being drawn to his attention, he agreed that to remove the duty would reduce the price in Canada, but left the question to the Dominion Legislature.

GEORGE BOLTON,
of Campbell Bros. & Wilson, Ltd., elected President of the Northwest Commercial Travellers' Association, Winnipeg.

Ontario

J. M. McComb, confectioner, Dunnville, has sold out to E. Wilson.

Lizzie Walker, Toronto, has sold her grocery business to Lillian Cowling.

The Wentworth Milk Producers' Association has notified the local retail milk dealers that on January 1, the price of milk will be advanced to 24 cents per gallon. This action is said to be in direct contravention of their agreement with the retailers, which is still in force. The farmers claim a technicality or joker in this agreement which permits them to raise the price, when good and sufficient reasons are shown. The reasons put forward are the high cost of cows, feed and labor. It is not likely that the dealers will make fight to have this contract for milk at 21 cents per gallon enforced, but there is a chance that they will take the matter into the courts.

Western Provinces

Evans & Lougheed, Macrorie, Sask., have sold their general store to Mrs. D. R. Gallop.

Anderson's Grocery held its second annual banquet for employees and friends on Tuesday, December 12, at the Hotel Selkirk, Edmonton.

J. E. Macfarlane, general manager of the Western Canada Flour Mills, is visiting Toronto, Ottawa, Montreal and New York, and will not return to Winnipeg until the New Year.

Officers elected last Saturday evening by members of the Northwest Commercial Travelers' Association, were George Bolton, of Campbell Bros. & Wilson, Winnipeg, president; O. H. Dingman (Gutta Percha Rubber Co.), vice-president; L. C. McIntyre, treasurer; and F. J. C. Cox, secretary. In commemoration of his having completed 20 years in office as treasurer of the association, Mr. McIntyre was presented with a diamond set locket. The membership of the association now stands at 5,772, an increase of 247 over last year. It was reported that steps were being taken to prepare for after war conditions by cooperation as far as possible with kindred organizations.

H. B. Elford, who is covering Northern Manitoba and Saskatchewan for the Western Canada Flour Mills, went East to his home in Ingersoll, Ont., to spend the holidays. He is accompanied by his wife and daughter, and will be back on the job early in the New Year. R. J. Marriott, Regina representative of the above firm, spent the holidays in Winnipeg; so did J. H. Long, their Saskatoon representative. Carl Hairsine, representative in B.C. interior, went to Leamington, Ont., for Christmas, and will return with his wife and family, taking up residence at Vernon, B.C.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

SUGAR is easier in tone and further declines would not come as a surprise when the new Cuban crop of raws begins to reach the market in volume in the first month of the year. Prospects for a record crop of cane sugar in Cuba continue good. Live and dressed hogs held steady with an anticipation of light supplies which is expected to make firmer prices before the week is over. Butter is easier in tone and a downward tendency is not improbable. Eggs are also easier in price. Consumption has been curtailed and new-laids are coming in little better numbers, with the prospect of better supplies in January. Cheese is holding firm, due to the export demand. Poultry received a setback in Ontario during the week. Considerable stocks were left in the hands of Toronto wholesalers and retailers after the Christmas trade. This will have the tendency to make prices easier for some little time.

Canned tomatoes are easier, owing to the decreased demand. Corn and peas, however, hold firm. There is still some inquiry for United States canned goods. Dried fruits were well cleaned out of wholesaler's hands for the holiday trade. Some California fruit now on the way is being held up through freight embargoes on the American railways.

Flour advanced during the week and has recovered some of its former strength.

This week business is quiet, owing to most travelers being in off the road, and on account of stock-taking, which is now under way in most wholesale and retail businesses.

QUEBEC MARKETS

MONTREAL, Dec. 26.—The holiday feeling is over all the markets. Quebec Province is making seasonable cheer. Demand for the many lines of eatables from necessities to luxuries has been brisker than had been expected. In some special luxury lines such as dried fruits from Europe, and especially figs from Smyrna, there was a noticeable lack of goods to meet market appetite. Still the atmosphere of holiday making continues, and will continue for some time into 1917. Flour has been slightly firmer, but uncertain in tone. Sugar is decidedly weaker. Fruits and vegetables have been in very seasonable demand, and have maintained their firmer prices. Fish has been in brisk demand, and is at steady prices. Nuts show no sign of reduction in prices even should holiday demand drop off. Tea is very firm. Coffee shows a slight firming tendency. Cocoa is quiet but in demand. Canned goods are in rather unsettled market with a tendency to firmness. Cereals are very firm, and there is no improvement as regards the great difficulty in securing dried fruit supplies from Europe.

Still Inquiry For U.S. Canned Goods

Montreal.

CANNED GOODS. — Undoubtedly high prices have affected the demand for canned goods to some little extent, so that the market does not maintain at the even-price levels of ordinary times. It has been possible for retailers here and there to secure canned goods at easier prices than were at first quoted, and even where high prices have meant reduced stocks public demand has been correspondingly lessened so that there has been no need to besiege the wholesale stores for canned goods, and prices have been in keeping with the conditions. There is however an outlook for steady demand for canned goods during the early part of the New Year, and several jobbers have been endeavoring to secure further imported supplies of canned goods. Reports from New York are to the effect that these goods are not particularly easy to obtain now for Canadian consumption, so that some hint of firmness is found in the market. One line increased in price—Canned Shrimps. They advanced 15 cents a doz. to $1.90 per doz.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 60
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 45	1 75
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 50
Corn, 2s, doz.	1 50	1 60
Corn (on cob gallon, cans), doz.	....	5 75
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75

Sugar in a Weak Market for Year-End

Montreal

SUGAR.—The market for sugar at the end of the year 1917 is found in distinctly weak tone. New York in fact has gone in for a marked decline, the price of the American granulated being $6.95 per 100 lbs. Whether there will be any further decline in Canadian sugar or not is hard to determine. Much depends on the call from the wholesale trade for refined. Should there be an increased demand the refiners will go into the market for raw cubas, and there may be a passing firmness in sugar again until larger supplies of new crop cubas come forward. Meantime owing to wet weather the crops in Cuba are delayed, and this tends to maintain the price for raws.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 60
Acadia Sugar Refinery, extra granulated	7 50
Special icing, barrels	7 80
Yellow, No. 1	7 20
Powdered, barrels	7 70
Paris lumps, barrels	8 20
Crystal Diamonds, barrels	8 20
Assorted tea cubes, boxes	8 20

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Real Greek Currants Arrived in Montreal

Montreal

DRIED FRUITS.—With the market for dried fruits in the uncertain condition in which it is at present the arrival of a consignment of package currants grown in Greece, but cleaned and re-cleaned in the United States, was hailed by wholesalers of Montreal with satisfaction. These unexpected currants came in just in time for the

Christmas snap-dragon, and met with ready demand at 21 and 22 cents per pound. By way of contrast it may be noted that for the same line of dried fruits last year at this time, top price was 13 cents per pound. The once famous story of the lady who returned a fly found in a currant bun, to her baker, and duly received a currant to replace it, becomes half believable. In all respects the market for dried fruits remains as last week especially as regards the great difficulty experienced in importing from European ports.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12
Apples, choice winter, 50-lb. boxes	....	0 12
Apricots (old crop)	0 16	0 17
Slabs	....	0 18
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 10	0 12
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 12
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 12½
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 50
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
80 to 100, in 25-lb. boxes, faced	0 10	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 12½
Muscatels, 4-crown, lb.	....	0 10
Cal. seedless, 16 oz.	....	0 12½
Fancy seeded, 16 oz. pkgs.	0 11¼	0 11¾
Choice seeded, 16 oz. pkgs.	0 10¾	0 11
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market

Molasses and the Syrups Keep Firm

Montreal

MOLASSES AND SYRUPS.—The market for molasses has experienced the usual increase in demand for the holiday season, and the wintry weather which accompanied Christmas has aided in this increase. As a result molasses prices show every indication of firmness, and may before long be found higher. With prospects for new crop pointing to late arrival, however plentiful, the outlook is for very firm molasses markets indeed during the early months of 1917. Demand for corn syrups is exceedingly brisk, and prices while firm show no change. The corn itself is in firm market which helps hold price tendencies steadily in the same direction. Maple syrup supplies are now rapidly dwindling, and prices are held firmly. Eight pound tins are costing at least 95 cents, and 10 lb. tins $1.07½ to $1.10. There is every prospect of a shortage of maple syrup before new crop can be supplied.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of	Montreal.
Puncheons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25
2 lb. tins, 2 doz. in case, case	3 25
5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, ½ doz. in case, case	3 55
20 lb. tins, ¼ doz. in case, case	3 50
Barrels, about 700 lbs.	0 04½
Half barrels, about 350 lbs.	0 04¾
Quarter barrels, about 175 lbs.	0 05
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Rice and Tapioca Quiet, But Steady

Montreal

RICE AND TAPIOCA.—Owing to small expectations of new supplies of tapioca, the prices for this keep firm as last week. Rice remains also at prices as previously quoted, and demand for rice is still brisk and satisfactory. No outstanding consumption of either commodity for the holiday season is reported, however, but market conditions are considered reasonably firm, and likely to remain so.

Rangoon rice, per 100 lbs.		4 30
"Texas" Carolina, per 100 lbs.		7 00
Real Carolina, per 100 lbs.	7 50	8 00
Patna (fancy)		7 50
Patna (good)	4 50	6 50
Siam, No. 2	....	4 50
Siam (fancy)	....	5 75
Tapioca, per lb.		0 09½

Beans Still Scarce And Market Firm

Montreal.

BEANS.—At present it is difficult for brokers to place definite orders for beans, and secure acceptance of the orders and assurance of delivery. That is as regards Californian and Japanese beans. Reports of market conditions are all towards firmness in the direction of bean business. Canadian growers are holding well on to their product for the best prices. Manchurian beans are reported to be about 15 per cent. better as to harvest than last year, but none of these are coming forward to the market at present. There has been some exportation to the States of Canadian peas, orders for which were placed back in the fall. Barley still keeps very scarce and firm. Prices unchanged from last week's quotations.

Beans—		
Canadian 3-lb. pickers, per bushel	6 75	7 20
Canadian hand-picked	....	7 50
Canadian, 5-lb. pickers	6 50	6 90
Yellow Eyes	6 90	7 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	....	5 75
Barley, pearl, per bag 98 lbs.	....	6 50

Nut Price Prospects Warrant No Changes

Montreal

NUTS.—This season contrary to the usual condition after Christmas, nuts will probably maintain their price scales quite firmly. The temptation to the retailer to reduce his stocks of such seasonable luxuries as nuts, and to convert these lines as speedily as possible into money is now greatly reduced, in fact absent altogether. The reason is that prices for nuts to replace stocks disposed of will rule from two to four cents higher in many cases on account of the tremendously disturbed state of the transportation systems of the seas affecting nut cargoes. All imported nuts from Europe are considerably higher in price, and to part with previously purchased stocks hastily at reduced prices after the holiday season is not considered the wisest policy for the retailer under present conditions of trade. At least, that is the view of some leading importers of this class of goods.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	....	0 13
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 45	0 46

Cocoa in Very Steady Market

Montreal

COCOA.—Fluctuations in the cocoa market are unusual, and seldom find reflection in the market that most intimately affects the retailer, and the year 1917 is, in the opinion of one of the most experienced men in the business, not likely to see any sudden changes in cocoa prices or any very substantial advances, even if containers do get more expensive through war's effects on the metal markets. At present cocoa is considered a very profitable line for the retailer to handle, and demand for cocoa and cocoa products, such as chocolates, etc., is very good and brisk owing to the cold weather, the holiday season, and the general prosperity of the public. To encourage the use of chocolate for children in place of less nutritive candies has been found successful in increasing chocolate sales by retailers, and the cocoa drinking population of Canada also circulate more coin for their favorite beverage in cold weather.

Cocoa—		
1 lb. tins, per doz.	....	4 60
½ lb. tins, per doz.	....	2 40
¼ lb. tins, per doz.	....	1 25
"10-cent" tins, per doz.	....	0 90

Coffee to Turn Over a New Leaf

Montreal—

COFFEE.—Market conditions as regards coffee are unchanged from last

week's report, but the note that there is a likelihood of greater firmness in the beginning of the New Year may be sounded again. Coffee actually did experience a certain passing excitement with higher prices in view when the peace rumors came out. Gradually, however, the primary market conditions reverted to their previous dullness as the determination of the Allies to carry on the war to its logical conclusion became evident with the reception accorded to President Wilson's Christmas peace note. Large factors like these, however, have less effect on the coffee market than the smaller factors of war-priced metals, which mean high-priced coffee canisters and other packing materials. Factors like these, also ocean freights and war risks, are all firmer, and coffee may go slightly firmer also in 1917.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Tea Market Keeps Firm for Year End

Montreal

TEA.—Firmness in tea is here, but some market opinions incline to the belief that the firmness may not be very long lasting. Nevertheless the indications at the end of the year are certainly towards firmness. Japan teas particularly are steadily maintaining their firmness in price, as stocks in first hands are rapidly diminishing. There is a better demand for teas ranging in price from 17c to 20c now. Ceylon blacks are also very firm indeed. There is no change in prices from last week, however. China greens of good quality have been meeting with very ready market lately. The market looks now towards the close of the season for Indian teas, which will soon be over. Ceylons will continue, of course, steadily.

Pekoe Souchongs, per lb.	0 25	0 26
Pekoes, per lb.	0 28	0 30
Orange Pekoes	0 30	0 35

Stocks of Spices Steadily Dwindling

Montreal

SPICES.—Conditions as regards spices in Montreal markets are much as described last week before the business lull, due to the season's holidays, came into effect. There has been a very evident firming tendency in all spices, but especially in the peppers of late, and, while prices to the retail trade have been held reasonably steady in spite of growing anxiety on the part of large wholesale houses and grinders as to prospects for renewal of stocks in the future, there is almost a certain prospect of increased prices in spices before the New Year has advanced very far. It is known that stocks in America of all the most used spices are dwindling, sometimes shrinking rapidly, and importers are aware that only limited cargoes of peppers, gingers, and the seed spices are on their way to this continent at present. Prices for spot stocks and arrivals were firming steadily, and the outlook for the incoming year is for greater firmness.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	——	—0 35
Cloves	0 30—0 52	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	—0 28	—1 16	—0 29
Mace	—0 80	——	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 30	0 87—0 95	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22	——	——
Turmeric	0 21—0 23	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	....	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Brisk Holiday Demand For Vegetables, Etc.

Montreal

FRUIT AND VEGETABLES.—The market for fruit and vegetables has been steady as regards prices during the holiday season, but has also been exceptionally busy. In both vegetables and fruit exceedingly good business has been done with the retailers, who report active demand for all lines offering. The absence of Nos. 740 and 420 oranges from the range of market offerings this week has caused an increased demand for the other numbers available. Demand for oranges generally has been good. All varieties of apples also have been in request. There has been plentiful demand for Brussels sprouts, cabbage, lettuce, cauliflower, celery, onions, potatoes, carrots, beets, parsnips, and cranberries have sold by the barrelful to go with the Christmas turkey. Holly and evergreens have been in good demand, though the market noted a certain surplus of holly being disposed of on the eve of Christmas at low prices.

Oranges, Navels, per box	3 75	4 00
Oranges (Floridas)	....	3 50
Oranges (Porto Rico)	....	2 90
Lemons	4 00	5 25

	No. 1	No. 2
Wealthy Apples	4 50	3 50
McIntosh Red, per bbl.	7 00	....
Fameuse, per bbl.	7 00	....
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50

Brussels Sprouts (quarts)	0 15	0 20
Cauliflower, per doz. bunches	....	2 50
Celery (California) crate	....	7 75
Onions, red, per lb. 4½ ds.	....	....
Onions, Spanish, per crate	....	6 00
Potatoes, per bag (80 lbs.)	1 90	2 00
Carrots, per bag	....	0 75
Beets, per bag	....	1 00
Parsnips	....	1 00
Lettuce, Head, doz.	....	1 00
Lettuce, Curly, (boxes ¾ doz.)	....	2 50
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Horse Radish, per lb.	....	0 20
Cabbage, (barrel)	....	3 50
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	1 50	2 00
Parsley, doz.	....	0 40
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Holly, per case	....	4 50
Holly, per doz.	....	1 50
Evergreen, per bale	....	2 00

Good Catches of Cod and Haddock

Montreal

FISH.—Holiday trade in fish has been as good as could be expected, demand being mostly for all kinds of luxuries, such as Malpeque shell oysters, bulk oysters, scallops, lobsters, and so forth. This last Advent, though short, has been a very busy one; in fact, one of the best ever experienced for quite a long time. Prices have been advancing every day, but it seems now that the top notch has been reached, and as there will be a lull in market activities now and for a few days after the New Year opens, prices may weaken in some or a few lines Stocks of salt and pickled fish are not very large, but no great activity in salt or pickled fish is anticipated until dates well advanced in the winter. Good catches of haddock and codfish have been reported, and naturally large quantities will be cured, so that good supplies of finnan haddies and fillets are expected for distribution in the near future. Fillets show the only advance noted this week.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	....	0 15
Digby herring, per bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	8 50
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	16 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 38
Prawns, Imperial gal.	2 50
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.		
Halibut	18	—20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 16
Dore	0 12	0 13
Smelts	0 10	0 15
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	....	1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.	....	8 00

FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

ONTARIO MARKETS

TORONTO, Dec. 28.—Trade for the Christmas season was exceptionally good in the face of shortages in many lines. In dried fruits and nuts stocks were pretty generally cleaned out. Some stocks are yet billed for arrival, but the arrivals in all dried fruits will be comparatively light for this season. While there may be a shortage of these stocks in the spring it is felt by some wholesalers that prices are not likely to be much higher than present quotations. There is a point beyond which the consumer will not go. Once that is reached the demand for certain articles is often shut off with amazing suddenness. Wholesalers often marvel at the general way in which the consuming public are besieged with the same idea to get along without a certain line. The present week is a quiet one in the grocery trade. Most of the travellers are not making their regular calls, and the wholesale houses will be engaged in stock-taking during the week. There has been a steadiness in the markets throughout the week, with an advance of 20c registered in flour and a continued firmness in the market. Sugar is in an easy market. Cooked hams are firmer in price, due to a fairly heavy Christmas demand. Poultry stocks carried over from the Christmas period are fairly heavy. Merchants look forward to a good year.

Sugar Market is Quiet and Easier

Toronto

SUGAR.—With a decline of 10c on Tuesday of this week in the United States refiners' prices, there is a continued easiness in the Canadian refined sugar market. Business has been of a hand-to-mouth nature with the wholesalers, there being a disposition to wait until after the turn of the year to see what the new crop conditions will bring forth. Very little business is being booked. The raw sugar market is also in an easy condition, due to the prospect of a good crop in Cuba. Grinding is well under way on the Island now, with 39 mills grinding at the latter part of last week. Weather is still reported favorable to the growing crop. The prospect for the coming season is that the crop in Cuba will be nearly 500,000 tons greater than last year. Last year, on the other hand, was almost 500,000 tons greater than for the season 1914-15. In other words, from present indications, the crop for 1916-17 will be approximately 1,000,000 tons greater than in 1914-15. There are indications that the Canadian sugar market will be slightly easier in price in the near future.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 68
Acadia Sugar Refinery, extra granulated	7 58
Yellow, No. 1	7 28
Special icing, barrels	8 03
Powdered, barrels	7 83
Paris lumps, barrels	8 30
Assorted tea cubes, boxes	8 30

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 2.c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.

Certain Molasses Grades are Short

Toronto

MOLASSES AND SYRUPS.—During the present week there has not been a heavy trade in molasses or syrups. Wholesalers are busy with their stock-taking. For the first of the New Year some fairly heavy bookings have been made for the canned molasses. There is a big shortage in the country of particular grades of molasses used by packers for various purposes. Inquiry for this grade has been keen during the week, but dealers were unable to supply the need, as supplies are not available in the country. There is a firmness in the molasses market. Syrups of all kinds hold steady in price.

Corn Syrups—		
Barrels, per lb.		0 04½
Cases, 2-lb. tins, 2 doz. in case		3 25
Cases, 5-lb. tins, 1 doz. in case		3 65
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, lb., 5¼c; ½ bbls.		0 05½
Cases, 2 lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.	....	0 75
West India, gal.	0 40	0 43
New Orleans, gal.	0 40	0 43

Tomatoes Continue in Very Dull Market

Toronto

CANNED GOODS.—The sale for tomatoes has been small during the week, and there was a disposition to look for lower prices. It is expected that wholesalers may get tired holding their stocks and decide to dispose of them at lower prices rather than have their money tied up. Considerable stocks of American tomatoes are reported to be in the market at certain points, but they are in the same position as the Canadian goods—they are not turning. The condition would seem to indicate lower prices for tomatoes. Corn and peas, however, have had a good demand, and are in firm market. Some Alaska salmon are in the market, and are quoted at $2.40 per dozen for the 1-lb. talls.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, ½-lb. tins	....	1 00
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	2 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Peas, standards	....	1 35
Corn, 2's, doz.	1 50	1 60
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pumpkins, 2½s	....	1 75

Dried Fruits Well Cleaned Out at Holiday

Toronto

DRIED FRUITS.—Wholesalers have been pretty well cleaned out of their dried fruit stocks for the Christmas trade. Some stocks are still due to arrive, and when these are disposed of the market is expected to be comparatively bare of these fruits. Some seedless California raisins in 12-oz. packets that are due to arrive are quoted at 13½c, which is 1c above the highest quotations on goods that have already been disposed of. The prune market is firm, with prices ranging high at primary points. Most of the wholesalers have disposed of their stocks in these, with the exception of some of the largest sizes. Evaporated apples are holding firm. There is a disposition to look for higher prices in certain quarters. Candied peels are quoted up 1c per pound for lemon.

Apples, evaporated, per lb.	0 11½	0 12
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 24
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	....	0 22
Patras, per lb.	....	0 23
Vostizzas, choice	....	0 24
Cleaned, ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Packages, 3 doz. in case	3 50	3 90
Dromedary dates, 3 doz. in case	3 85	4 25
Hallowee, per lb.	0 11½	0 12
Prunes—		
30-40s, per lb., 25's, faced	....	0 14½
40 50s, per lb., 25's, faced	....	0 13¾
50-60s, per lb., 25's, faced	....	0 12½
60-70s, per lb., 25's, faced	....	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Stds., 50-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.	....	0 10½
Seeded, fancy, 1 lb packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16 oz. packets	0 15	0 16

Spice Prices Firm: Advances Probable

Toronto

SPICES.—There is a lull in the spice market during the week, due to the fact that there is no disposition to change prices during the holiday season. There is a firm tone in the market, and dealers assert their belief that higher prices are almost inevitable in many lines in the near future. They state their present prices are not in keeping with the high prices in the primary markets. Recent quotations have remained unchanged.

	Per lb.	
Allspice		0 18
Cassia		0 32
Cinnamon		0 50
Cayenne		0 35
Cloves		0 35
Ginger	0 30	0 35
Mace	0 90	1 25
Pastry		0 30
Pickling spice		0 22
Peppers, white	0 36	0 39
Pepper, black	0 29	0 32
Nutmegs, selects, whole	0 40	0 60
Mustard seed, whole		0 28
Celery seed, whole	0 40	0 45
Coriander, whole	0 17	0 20
Carraway seed, whole	0 50	0 57
Cream of Tartar—		
French, pure	0 48	0 50
American high test	0 51	0 54

Coffee Changed Hands With Peace Proposal

Toronto

COFFEE.—There is a continued firmness in the coffee market, due to the fact that considerable quantities of coffee changed hands in the primary market in New York as a result of the recent peace proposal. There is some expectation that as soon as peace is possible there will be heavy buying by the Central Empires—if they are able. There are heavy stocks held in the warehouses in the United States, the amount being 1,684,904 bags. Last year the stocks in warehouses in that country at this time amounted to 1,361,297 bags. It will be seen the stocks in that country are over 300,000 bags greater than last year. Afloat there are now 950,000 bags headed toward the United States, as compared with 838,000 bags at the same time in 1915. At the ports of Rio and Santos, in Brazil, the stocks at the present time amount to 3,400,000 bags, as compared with 2,602,000 bags at the same time last year. In other words, the stocks in Brazil and the United States are in the neighborhood of 1,200,000 bags greater than last year. Locally prices have remained unchanged.

Bogotas, lb.	....	0 25
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 17

Tea Market Steady: London Auction Not Held

Toronto

TEAS.—Conditions in the tea market have held steady during the week. There were no Londfon tea auctions held during the week owing to the holiday period. This caused a quietness in the local market owing to the absence of news from that centre. All teas, however, are in firm market, and the demand has been good. Prices are unchanged locally.

	Per lb.	
Pekoe Souchongs	0 25	0 27
Pekoes	0 28	0 30
Orange Pekoes	0 30	0 34
Broken Pekoes	0 32	0 35
Broken Orange Pekoes	0 34	0 38

These prices do not indicate the wide range in the values. They are for good medium grades, and meant to give some indication of price movements.

Scouring Powders Up; Jelly Powders Firm

Toronto

JELLY POWDERS, SCOURING MATERIALS.—There is a firm market for all jelly powders, due, it is asserted, to the higher prices that the manufacturer must pay for flavoring extracts and gelatines. From the present status of the market it would seem that jelly manufacturers will either be compelled to advance their prices or sacrifice the quality of their goods. Scouring powders are also in firm market, an advance having been recorded in Bon Ami of 5c, the selling price from the wholesalers now being $1.25 per case as compared with $1.20 previously.

Nut Stocks Were Well Cleaned Out

Toronto

NUTS.—A number of lines of nuts have been cleaned out owing to the heavy Christmas demand. There has been a heavy consumption of walnuts and almonds, some of the wholesalers being out of the Marbot walnuts altogether at the present time. The arrivals for the Christmas trade were rather meagre, and this helped further to clean up available supplies. Shelled Brazil nuts have been pretty generally cleaned out also, with higher prices asked for any stocks that might still remain. These are now quoted at 70c per pound, as compared with 65c formerly. Supplies of these are hard to get.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 16½	0 17
Walnuts, Bordeaux	0 18	0 19
Grenobles, lb.	0 18½	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocoanuts, per sack 100	....	7 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.	....	0 70
Pecans, lb.	....	0 85

Rices of All Kinds Are in Big Demand

Toronto

RICE AND TAPIOCA.—There is a continued firmness in rice and tapioca. Available supplies of tapioca are small, and when these are exhausted there are no future supplies in sight for the near future. High freight rates have operated to put a firmness into the market for rices from the Far East and in the Southern United States, the rice farmer apparently dominates the situation, and is holding for better prices. He has sold enough at a good profit to warrant his holding the balance for better terms. There is a good demand for rice, and with firmness in the primary markets there is every possibility that local prices will be firmer in the near future.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna	5 00	6 50
Siam, 100 lbs.	4 75	6 00
Japans, 100 lbs.	6 00	6 50
Tapioca, per lb.	0 10½	0 11

Lima Beans Quoted Higher ½c Per Pound

Toronto

BEANS.—There is a firmness in the market for lima beans, and prices have been quoted up ½c per pound during the week. There has been a good crop of these beans in California, but the high price for the white boiling beans has caused the price to go upward. This commodity has advanced in the neighborhood of 2½c per pound during the past six weeks. An embargo on freight shipments coming into Canada from United States points is holding up stocks now in transit at the present time. When this situation will be relieved is not apparent. Ordinarily lima beans sell for more than the ordinary white beans, but under present conditions they are quoted at about the same figure. White beans hold steady in price, with a quiet feeling prevailing in the market, due to the holiday season.

Ontario, 1-lb. to 2-lb. pickers, bush.	6 50	7 00
Rangoon, per bushel	5 50	6 00
Japanese, per bushel	....	6 00
Limas, per pound	0 10	0 10½

Big Fire Will Not Cause Cereal Advance

Toronto

PACKAGES.—Announcement as to the effect of the recent big fire of the plant of the Quaker Oats Company at Peterboro' has been awaited with interest, as it was thought probable the effect might be a firmness in prices. The company, however, during the week announced that the present list prices would remain in effect. They state that their stocks at outside points will enable them to carry their trade until new goods can be again placed on the market. They advise that wholesalers conserve their stocks for the next thirty days. All other package cereals are holding in steady market.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 25	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	....	0 08½

Oysters May Advance; Weather Curtails Supply

Toronto

FISH AND OYSTERS.—The cold weather of the past few weeks has made the oyster fishing industry one of a good deal of uncertainty. The smaller fishers have been unable to get out owing to the weather being too severe to allow any but the most modern boats to go out. As a consequence there is a very considerable scarcity in some of the primary markets. Some of these markets are advising a probable advance of 20c. The trade here, however, is of the opinion that this advance does not represent a real market, that the moderation of the weather would have a marked effect and, therefore, they are endeavoring to ward off an advance as long as possible in the hope that no further advance may be necessary.

Haddies are another line that is showing a tendency to advance. They are quoted now at 12c per pound. Digby herrings are quoted higher, $1.25 being the latest price. Lake Superior herrings are also firming in price.

SMOKED FISH.

Ciscoes, per lb.	....	0 13
Haddies, per lb., new cured	....	0 12
Haddies, fillets, per lb.	0 12	0 13
Digby herring, bundle of five boxes	....	1 25
Smoked boneless herring, 10 lb. box	....	1 50

PICKLED AND DRIED FISH.		
Labrador herring, keg	....	4 00
Labrador herring, barrel	....	7 75
Salt mackerel, kits	....	2 25
FRESH SEA FISH.		
Crabs, per dozen	....	2 50
Halibut, frozen	0 15	0 15½
Cohoe salmon (red), frozen	....	0 14
Qualla salmon (pink), frozen	....	0 09
Haddock, fancy, express, lb.	0 08	0 09
Steak cod, fancy, express, lb.	0 09	0 10
Flounders, Maritimes		0 09
New York		0 10
Mackerel, frozen, lb.	....	0 10
FRESH LAKE FISH.		
Pike, lb.	0 06	0 07
Whitefish, lb., frozen	0 11½	0 12
Herrings, frozen, Lake Superior	....	0 04
Lake trout, frozen, lb.	0 12	0 12½
Smelts, No. 1, lb.	....	0 12
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20
Winkles, per bag	....	1 75

California Oranges And Lemons Lower

Toronto

Following the holiday rush, there is the usual lull on the fruit market. Merchants, anticipating this quietness, have not stocked heavily in fancy lines. The most noticeable feature of the trade is the decrease in the price of navel oranges. These are now selling at from $2.75 to $3; the former price is for the poorer quality goods, or for larger sizes. Good standard stock of desirable sizes can be bought for $3.25.

Lemons are also somewhat easier for the California variety. These are not very heavily stocked by the trade, however, at the moment owing to the fairly heavy holding of Italian lemons. Bananas have advanced another 25c. Emperor grapes in drums are practically off the market, the stock that remains showing a very heavy percentage of waste. Almeria grapes are being quoted considerably higher for anything extra fancy. This grade is pretty well off the market after the Christmas trade, and consequently brings a premium. Cranberries and California pears are two other lines that show a tendency to advance. Tangerines and grapefruit, especially in the larger sizes, show a slight weakening.

Apples—		
Barrel	3 25	6 00
Spys, No. 1	6 00	7 00
Spys, No. 2	....	5 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 50	2 75
Cranberries, bbl.	10 00	11 00
Boxes, 28 qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case	3 25	3 50
Cal. Navels	2 75	3 50
Mexican, case	....	2 75
Tangerines, Florida	2 75	3 00
Grapes—		
Spanish Almeria small kits 20 lb.	7 00	11 00
Grapefruit, Florida, case	3 75	4 00
Grapefruit, Jamaica, box	....	3 00
Grapefruit, Cuban, case	2 75	3 50
Porto Rican case	2 50	3 00
Lemons, Cal. case	3 50	3 75
Messinas, case	3 75	4 25
Pears—		
California, case		1 75
Pomegranates, case	....	4 50
Pineapples, Porto Rico	4 50	5 00
Strawberries, 1 qt.		1 00

Celery Inclined To Higher Prices

Toronto

VEGETABLES—The persistent cold weather has rendered the shipments of California celery uncertain, the danger of frost being so great that some merchants are not handling it for the time. There has been no noticeable advance in price, however, though Canadian celery has shown a tendency to increase. In fact, most Canadian vegetables have shown this tendency, bag carrots being quoted 15c higher, and onions being firm at $3.75. Barrel cabbage is also quoted 25c higher.

Imported green beans are very scarce, and as a consequence the price has advanced considerably, the best quality now selling at $7 a hamper.

Artichokes, Cal. French, doz.	....	1 25
Beans, green string, hamper	5 50	7 00
Beets, bag	1 35	1 50
Brussel sprouts, imported, quart	0 15	0 25
Cabbage, barrel	....	3 50
Red, barrel	....	3 25
per pound	....	0 03
Cucumbers, hothouse, doz.	2 25	2 50
Cauliflower, Cal., 12 in box	2 00	2 25
Carrots, bag	....	1 40
Basket, 11-qt.	0 35	0 40
New, hamper	....	1 50
Celery, Canadian, dozen	0 40	0 75
Case	4 50	4 75
California, case	6 75	7 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Mushrooms, 6 qt.	2 25	2 75
Onions—		
Spanish, crate 120 lbs.	5 00	5 50
Spanish, small crate	....	1 75
B.C. onions, 100-lb. sack	....	3 75
Green, per bunch	....	0 50
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	....	2 25
Sweet, New Jersey, hamper	....	2 00
Ontario, 90-lb. bags	....	2 15
B.C., 90-lb.	2 10	2 15
Parsnips, bag	....	1 50
Watercress, 11-qt.	0 25	0 30
Parsley, 11-qt.	0 25	0 50
Yellow, bag	0 65	0 85

MANITOBA MARKETS

WINNIPEG, Dec. 27.—The most interesting market just now is flour. It seems to be governed by peace rumors, and the holiday which the grain exchange took over Christmas from Friday night until Tuesday morning, no doubt gave it an opportunity to settle down. Those who saw the flour market going down, down, down, were wrong. After dropping to a basis of 8.50, the market recovered, and last week was bringing 9.00, and more than that in the East. Rolled oats remained where the weak market sent it—at $3.00 for 80's. Feeds were not affected by peace talk, bran bringing $28, and shorts and middlings $30. The demand is much greater than the supply.

There seems to be every probability of white beans going up again. The jobber has been selling Japanese stock around $5.00, but in view of the fact that beans are costing from $6.25 to $6.50 to lay down in Winnipeg to-day, they cannot long be sold at that figure. It also looks as though Limas will have to advance again, although last week they were still selling for 9½c. A jobber states that Limas will cost the jobber laid down in Winnipeg to-day 10½c. Split peas are said to be costing $6.50 laid down here.

Jobbers are advising dealers to go slow with their sugar buying while the market is on the decline. One of the reasons advanced for the weakness is that the Cuba crop, which will be marketed very soon, is said to be in excess of last year. The same story was told last year, but instead of going down on the arrival of the Cuban crop, the market went up and never stopped. It is a fact, however, that the market for refined in Canada declined 10c last week.

While most soap manufacturers have advanced their prices 30c per case on soaps and soap powders, there are some who have not done so. A Western manufacturer, the Young Thomas Soap Co., has recently announced an advance. Difficulty is experienced securing deliveries of salt. Some packers are advancing their tea prices; others are making capital out of the fact that they have not advanced; at any rate, importers state that the tea market is exceedingly firm. Advances in grape juice are said to be due. This week Ingersoll package cream cheese, small size, went up 5c doz., and medium 10c per doz. Wethey's mincemeat is up to $4.00 per case because of the high cost of raisins, currants, labor, packages, etc. New evaporated apples are bringing 11½c for choice 50's. Finnan haddie continues scarce at 12c per lb. It opened at 9c.

Sugar Sales Light In the West

Winnipeg

SUGAR.—Sales to the retail trade in the West have been light for the past six weeks, and stocks in country stores must be getting rather low. They were pretty well full up in October about the time when prices were on the upgrade. The price of standard granulated fell to 8.30 last Tuesday, and there was a marked weakness in the raw market.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 30
Extra ground or icing, boxes	9 15
Extra ground or icing, bbls.	8 85
Powdered, boxes	8 95
Powdered, bbls.	8 75
Hard lump (100 lb. case)	9 25
Montreal yellow, bags	7 90
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 35
Halves, 90 lbs., per cwt.	8 45
Bales, 20 lbs., per cwt.	8 45
Powdered, 50s	9 00
Powdered, 25s	9 25
Icing, barrels	9 00
Icing, 50s	9 25
Cut loaf, barrels	9 20
Cut loaf, 50s	9 50
Cut loaf, 25s	9 55
Sugar, British Columbia—	
Extra granulated sugar	8 30
Bar sugar, bbls.	8 75
Bar sugar, boxes, 50s	8 95
Icing sugar, bbls.	8 85
Icing sugar, boxes, 50s	9 15
H. P. lumps, 100 lb. cases	9 25
H. P. lumps, 5 lb. boxes	9 50
Yellow, in bags	7 90

SYRUPS.—No change in either cane or corn syrups. The molasses market has been rather quiet lately.

Winnipeg

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	5 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal	0 61
New Orleans, ½ bbls., gal	0 42

California Fruits Firm in Price

Winnipeg

DRIED FRUITS.—It may be taken as a fact that all California fruits are firm. Small prunes are very firm; the following are prices.—70-80 9c; 40-50 11¼c. Packers are not inclined to sell small sizes, preferring to sell equal quantity of the different sizes. Jobbers state that when the next shipment of seeded raisins comes in, the price will be much higher than that being quoted now. Prices continue to soar on evaporated apples; a jobber offers these; new choice 50's, 11½c. There seem to be few in the East, and they are held firmly. Dates have arrived, and are very good quality. Jobbers are carrying limited quantities of Spanish Valencia raisins. California white Adriatic cooking figs are offered at 9c per lb. in 25 lb. boxes. Portuguese cooking figs in 33 lb. mats are offered by one firm at 8½c as a bargain.

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb.		0 11½
Apples, evap., old, 50-lb. boxes, lb.		0 08½
Pears, choice, 25's		0 11¾
Apricots—		
Choice, 25's		0 18⅞
Choice, 10's		0 19⅞
Peaches—		
Choice, 25-lb. boxes		0 08⅞
Choice, 10-lb. boxes		0 09⅞
Currants—		
Fresh cleaned, Australian, lb.		0 19
Amalias, Greek, wet cleaned	0 18	0 18½
Dates—		
Hallowee, loose, per lb.		0 09
Hallowees, new, bulk, lb.		0 11¾
Fards, box, new, 12 lbs.		1 95
Raisins, California—		
16 oz. fancy, seeded		0 11½
16 oz. choice, seeded		0 11
12 oz. fancy, seeded		0 09½
12 oz. choice, seeded		0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's		0 09¼
3 crown, loose, 50's		0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25's		0 09
3 crown, loose, 50's		0 08¾
Figs, cooking, lb.		0 08
Prunes—		
70 to 80, 25s		0 09
40 to 50, 25s		0 11¼
Peels—		
Orange, lb.		0 20½
Lemon, lb.		0 19½
Citron, lb.		0 21

Advances Predicted On White Beans

Winnipeg

DRIED VEGETABLES. While some houses continue to sell at low figures, it is evident from the way the primary market is acting that the retailer must pay higher figures for white beans during the coming years. It costs the jobber close on what the retailer is paying some jobbers to lay them down here—anywhere between 6.25 and 6.60. We are quoting 4.75 and 5.30 per bushel, Japanese. In view of the above, it will be seen how ridiculous such figures will soon be, in fact few firms can be found selling at the low figure.—5.30 is nearer what the retailer is paying. Limas are still very firm, but are holding around 9½ or 9¼c. Splits are bringing 6.60 per bag of 98's, and they are not likely to go higher for the moment. Whole peas can be bought anywhere from 3.60 to $4.00 per bushel, and they are likely to go higher, as they are hard to get. Barley remains on basis of $4.40 for pot and $6.60 for pearl.

Beans—		
Japanese, white beans, bushel	5 00	5 30
Manchurian, bushel	4 25	4 65
California Lima Beans—		
80-lb. sacks	0 09½	0 09¾
Barley—		
Pot, per sack, 98 lbs.	4 40	4 65
Pearl, per sack, 98 lbs.	6 00	6 60
Peas—		
Split peas, stk., 98 lbs.	6 00	6 60
Whole peas, bushel	....	4 00

Rice a Cheap Food at Present

Winnipeg

RICE.—Rice continues a very cheap food in comparison with other foods. Tapioca and sago are advancing in the Orient, but as yet there has been very little change locally.

Rice and Tapioca—		
Ex.-fancy Japan, per lb., 100-lb. bags		0 06
Fancy Japan		0 05¾
No. 2 Japan		0 04⅝
Siam, per lb., 100-lb. bags		0 04½
Patna, per lb., 100-lb. bag		0 07¼
Carolina, per lb., 100-lb. sacks		0 08½
Sago, pearl, sacks, per lb	0 07	0 08
Tapioca, pearl	0 08¼	0 09

Jobbers Urge Immediate Orders

Winnipeg

CANNED GOODS.—Jobbers are advising dealers that their assortments of canned good are complete, and advise placing orders now, as prices will likely be higher in the spring. There is not the same excitement shown regarding this line as there was a few weeks ago when prices were named.

Heavy Demand For Ducks and Geese

Winnipeg

FISH AND POULTRY.—Poultry was the big seller last week, due of course, to the Christmas demand. It was noticed there was little activity in sales for chicken and fowl, the big demand being for turkeys, ducks and geese. It appears that where people cannot afford a turkey, they buy either a goose or a duck. The following prices were being asked for poultry dry plucked and country dressed; turkeys 30-34c; chickens 3½ lb. and up 27c; 3½ and under 25-26c; fowls 3½ lbs. and up 24c and ditto 3½ lbs. and under 22-23c. Ducks 20-23c. Geese, choice 22c; good stock 20-22c.

Oysters, Imperial gallon	3 00
Whitefish	0 09
Salmon, frozen	0 15
Halibut, fresh	0 16
Halibut, frozen	0 14
Lake trout	0 13
Cod, frozen	0 10
Smoked goldeyes	0 55
Kippers, boxes	2 00
Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 50

Oranges and Lemons Hold Firm in Price

Winnipeg

FRUITS AND VEGETABLES. — There was no falling off in the price of oranges over the holiday; both navels and Floridas brought $3.50 per case. Lemons were a little firmer if anything, bringing $5.00 per case, while grapefruit was bringing $4.50, which is the same price as a week ago. No. 2 Ontario apples were selling for $5.50 to $6.00, and No. 3's $4.50. Washington box Jonathans were realizing $1.75 to $2.25, and Rome Beauties and Wine Saps $2.00 per box, No. 1, B.C. McIntosh Reds were offered for $2.25. Japanese oranges were selling $1.20 per bundle. The following price per crate instead of per dozen were being asked for California vegetables: Celery 7.00; cauliflower $4.00; head lettuce $3.50. Artichokes $1.50 per dozen. Manitoba potatoes are up to $1.00 per bushel. There is an advance of 50c per box in pears.

Artichokes, doz.		1 50
Manitoba potatoes, 10-bushel lots		1 00
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg		0 90
Celery, Cal., crate		7 00
Carrots, bushel		0 75
Turnips, bushel		0 60
Onions, per cwt.		3 50
Cabbage, per cwt.		2 00
Cauliflower, Cal., crate		4 00
Head lettuce, Cal., crate		3 50
Imported mushrooms		0 90
Sweet potatoes, bbl.	5 00	5 50
Fruits—		
Oranges, navels, case		3 50
Oranges, Japanese, bundle 2 boxes		1 20
Oranges, Florida, box		3 50
Lemons		5 00
Grape fruit		4 50
Emperor grapes, kegs		5 50
Malaga grpaes, kegs	7 00	10 50
Ontario Greenings		5 50
Ontario apples, No. 2	5 50	6 00
Ontario apples, No. 3		4 50
Jonathans, Washington, box	1 75	2 25
Wine Saps, box		2 00
Rome Beauties, box		2 00
B.C. McIntosh Reds, No. 1		2 25
Cranberries, bbls.		11 00
Melons, Casaba, each		0 40
Pears, Winter Nellis, box		4 50
Pears, D'Anjou, box		4 00
Strawberries, box		0 90

The Crescent meat market and grocery, Corydon Ave., Winnipeg, and the Fort Rouge Confectionery in the same block, were seriously damaged by fire last week.

David J. Dyson has been elected Mayor of Winnipeg in succession to Mayor Waugh. Mr. Dyson is well known to the wholesale and retail grocery trade, being the president of The Dyson Company, manufacturers of pickles and vinegar.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, Dec. 26. — Wholesale trade in groceries, fruits and farm products was excellent last week and this week has opened up briskly. Despite many rumors of a slump potatoes remain firm at $22 to $35 a ton according to grade. Other root vegetables are firm. Green vegetables now coming mostly from California are slightly dearer than last year but are still selling freely. Oranges are easing up owing to the Northern California crop being ready for shipment. Apples are selling freely at $1.80 per box for choice and down to 75 cents for cookers. Eggs have eased up and are expected to go down further in price before the week end. The prices now are 34 to 36 cents. Butter is firm at 45 to 47. Cheese prices rule in sympathy with eastern prices. Choice Ontarios are now 27½ cents.

VANCOUVER, B.C.:		
Beans, small white Japan, lb.	Open,	scarce
Flour, No. 1 patents, 98s	....	4 85
Rolled oats, 80s	....	3 55
Sago and tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 50
Cheese, No. 1 Ontario, large	....	0 27½
Butter, creamery, lb.	0 45	0 47
Lard, pure, 3s, per case	....	12 60
Bacon, smoked backs, lb.	....	0 23
Bacon, smoked sides, lb.	....	0 25½
Eggs, new-laid, doz.	....	0 53
Eggs, storage, doz.	0 34	0 36
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	....	3 00
Peas, 2s, standard case	....	3 00
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 26.—Flour is on the up grade again to-day's price being four eighty. Storage eggs are cheaper and are quoted at eleven dollars case. Lard and smoked meats firm. Evaporated fruits continue firm. Tapioca and sago are likely to see advances. New bulk dates were eagerly looked for last week but only arrived to-day. Spanish figs in mats are on the market selling for about nine cents pound. They are said to be superior to California cooking. Better grades of rice are likely to advance. Holiday business was good especially in the larger stores.

CALGARY:		
Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	....	4 80
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 55
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1 Ontario, large	....	0 26¼
Butter, creamery, lb.	....	0 44
Lard, pure 3s, per case	....	13 20
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26
Eggs, new-laid, doz.	....	0 45
Eggs, storage, case	....	11 00
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case	....	3 90
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall a.cse	5 00	5 50

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Dec. 26.—Local markets remain steady since last report. Few changes are reported although flour is expected to drop due to latest peace overtures emanating from Berlin. Maclaren's cheese advances ten cents doxen packets. Norwegian sardines are now eighteen fifty case; peaches four fifteen; apples two fifty for gallon case.

EDMONTON:		
Beans, small white, Japan, lb.	0 10	0 11
Flour, No. 1 patents, 98s, barrel	....	9 60
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s, basis	....	3 70
Rice, Siam, lb.	....	0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt	....	8 85
Cheese, No. 1, Ontario, large	....	0 26
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	15 20
Bacon, smoked backs, lb.	....	0 25
Bacon, smoked sides, lb.	....	0 26½
Eggs, No. 1	....	6 42
Eggs, storage, case	....	11 50
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard case	....	3 20
Peas, 2s, standard case	....	2 90
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 50
Raspberries, 2s, Ontario, case	....	5 60
Peaches, 2s, Ontario, case	....	4 15
Salmon, finest sockeye, tall, case	....	13 50
Salmon, pink, talls, case	....	5 00

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Dec. 26.—Flour followed the wheat, market advancing twenty cents per barrel during the week. Spices in bulk showed an increase of five cents a pound whilst lard was also noted among the advances there being a five cent increase per case of threes bring the cost to retail trade to thirteen dollars fifty cents. The egg market is very strong and very few shipments coming in, new laid eggs command sixty cents a dozen while the storage eggs are holding at forty cents. There is a serious shortage of salmon both the canned product and fresh which sells at twenty-two cents retail. The butter market has been steady a good demand and no change in prices. Rolled oats show a decline twenty cents per bag of eights as compared to last weeks prices. Sugar as predicted has come down but only ten cents per hundred pounds. Vegetables and fruits are holding a firm place in the market with a scarcity of celery sending up the price. Trouble has been experienced with fruit in transit many cars reaching here in frozen condition. Apples have taken a drop to four dollars to four seventy-five per barrel. Cranberries showed an advance of fifty cents on the barrel but there was a good supply for the Xmas. trade. B.C. onions are all cleaned up and the only thing obtainable in that line are the Volencias at seven fifty per one hundred forty pound case. Confectionery advanced another half cent while nuts both shelled and whole took a little jump of one cent a pound.

REGINA—		
Beans, small white Japan, bush.	....	5 10
Flour, No. 1 patents, 98s, per bbl.	....	9 50
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 70
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 08¾
Sugar, pure cane, granulated, cwt.	....	8 54
Cheese, No. 1, Ontario, large	....	0 28
Butter, creamery, lb.	....	0 47
Lard, pure, 3s, per case	....	13 50
Bacon, smoked backs, lb.	....	0 28
Bacon, smoked sides, lb.	....	0 30
Eggs, new-laid	....	0 60
Eggs, storage, No. 2	....	0 40
Tomatoes, 3s, standard, case	....	4 35
Corn, 2s, standard, case	....	3 55
Peas, 2s, standard, case	....	2 88
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 25
Peaches, 2s, Ontario, case	....	3 95
Salmon, finest sockeye, tall, case	....	12 00
Salmon, pink, tall, case	6 60	6 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	....	0 50
Eggs, storage	0 40	0 42

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 26.—While retailers did record breaking Christmas business in St. John this year wholesalers experienced usual ante-Christmas dullness during last week and lack of

changes in prices reflected quietness of markets. Most houses are now engaged in stock taking and by next week will be in better position to say just how another year of war conditions has affected them. Peace talk still shows some slight influence in markets but the prevailing impression is that this is sentimental rather than practical with regard to some of lines affected, as even immediate cessation of war would not relieve shortages now existing. Further drop in sugar prices is expected. Manitoba flour closes week twenty cents higher at $10.40. American clear pork easier at $40.25 to $40.75. Rolled oats are a quarter higher now at $8.50. California oranges cheaper at $3.75 to $4.50 and grape fruit has dropped to 4 and 4½ each.

Case eggs quoted 40 to 45 and new laid from 50 to 60 with few offering. Roll bacon at 26 and breakfast 26 to 30 cents.

Please add list American clear pork eggs and bacon omitted last week. Correct corned beef.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	....	10 40
Ontario	....	9 95
Cornmeal, gran., bbls.	....	7 50
Cornmeal, ordinary, bags	....	2 50
Flour, buckwheat, 100-lb. bag	5 75	6 00
Molasses, extra fancy, gal.	0 62	0 63
Rolled oats, bbl.	....	8 50
Beans, white, bush.	....	7 00
Beans, yellow-eyed	....	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 75	7 80
United Empire	7 65	7 70
Bright yellow	7 55	7 60
No. 1 yellow	7 35	7 40
Paris lumps	9 00	9 25
Cheese, N.B., twins	0 25	0 25½
Eggs, new laid	0 50	0 60
Eggs, case	0 40	0 50
Roll bacon	....	0 26
Breakfast bacon	0 26	0 30
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22¼	0 22½
Lard, compound	0 18	0 18¼
American clear pork	40 25	40 75
Beef, corner, 1s	3 00	3 50
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	8 75
Salmon, Cohoes, case	....	9 00
Salmon, Chums	4 75	5 00
Sardines, domestic, case	....	4 60
Cream tartar	0 42	0 45
Currants, lb.	....	0 21
Raisins, choice, lb.	....	0 11½
Raisins, fancy, lb.	....	0 12
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	....	0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 11¾	0 12
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	....	5 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	3 75	4 50
Grapes, Malaga, keg	7 50	8 00
Grapefruit, each	0 04	0 04½
Potatoes, bbl.	....	3 50

FROST EFFECTS CALIFORNIA OLIVE CROP

It is estimated that the severe frosts of November with the accompanying high winds have resulted in a very heavy loss to the olive crop. Some estimates place the loss at 35 per cent. while even the most conservative estimates advise a loss of at least 25 per cent. The north and central parts of the state suffered the most heavily. One bright feature of the situation was that the crop this year was two weeks earlier than usual and therefore a considerable proportion of it was marketed before the frost occurred, otherwise the loss might have been much heavier. The larger part of the Manzanillos had been gathered and consequently it is in the Mission variety that the greatest loss is felt.

CANNERS DENY THAT CAN NUMBERS ARE MISLEADING

The Ottawa City Council in a resolution passed some time ago stated that the labels on canned goods were misleading because the No. 3 can according to their investigating committee weighed only two and a quarter pound gross while the No. 2 can weighed only one and a half pounds.

THE CANADIAN GROCER has a letter from the Dominion Canners in answer to this statement. According to this letter the numbers on the can have no reference whatever to the contents and no effort is made to lead the public to think so. This system of identifying the different sized cans has been in use throughout the English speaking world for perhaps forty years, and never during that time has there been any pretence that the numbers concerned the contents of the can. It merely represents the standard of size adopted by the canning interests as being best suited to their needs.

There is an agitation on foot now to have the net weight of the contents marked on every can sold. It is understood that the Government at its next session will introduce a bill to make this law. Under this proposed law, it is intended to require the net weight of contents to appear on all package goods. This system has been introduced in the United States, but with what success has yet to be demonstrated.

The Dominion Canners referring to this matter consider that it would increase the difficulties of handling without any compensating advantage. Their argument is as follows

"As regards marking the net weights on the cans, this of course is quite possible, but it is going to cause a whole lot of unnecessary detail labor, besides making it more troublesome for the retailers, and nobody would be any further ahead. This law was adopted in the United States, as you know, but who ever pays any attention to the marks on the cans. It is simply marked on the can that the net weight is not over such and such, and they are careful to be on the safe side. We never heard of anybody paying any particular attention to this. It certainly makes no difference to the quantity in the can as it will only hold so much any way."

THE CARE OF BANANAS IN WINTER

Bananas are among the best of the winter fruits and yet very often they fail to make the grocer a profit. Not that this is any fault of the fruit itself. Probably of all fruits the banana is the best known and most generally in demand, and if properly handled it may be made a very paying item in the grocers list.

Cold is one of the greatest enemies of the Banana. A native of the tropics, it is naturally sensitive to cold, and this sensitiveness is increased by the fact that the winter supply must of necessity be ripened by artificial heat. The proper temperature to keep bananas at their very best is 60 degrees. Oranges and apples keep best at a temperature near freezing, but not so bananas, and the failure to understand this has led to considerable losses from frozen goods. And very often the quality of the bananas is blamed for something that is purely a matter of faulty handling.

Very often the temperature of a store at night is far too low for the proper keeping of bananas. When there is any likelihood of the temperature dropping below 60 degrees bananas should be wrapped in bags; or better still put in a barrel surrounded with straw. This will ensure the protection of the last few hands on the stalk which in the winter are often a total loss.

Care should also be taken to keep bananas away from a draughty door or window, and whether delivered by the Express Company or by local waggon there should never be any delay in looking after these goods. Good care and proper handling will do wonders in promoting the sale of this most popular fruit.

LIKE THE FAMILY DOCTOR.

The MacLean Publishing Co., Ltd.,
Toronto, Ont

Dear Sirs:

Enclosed please find $3.00 for subscription to your valuable paper (Canadian Grocer), as I do not see how I could do without it. It is like the family doctor, you do not need him now, but the first thing you know you need him and need him badly. It before it is very consoling to know that you have it at hand.

One question I would like for your paper or the retail association to take up is that a wholesaler be a wholesaler, and a retailer should be a retailer.

F. J. ROCHELEAU.

R.R. No. 1.
Windsor, Ont., Dec. 15, 1916.

FLOUR AND CEREALS

Flour Is Firmer But Not Steady

Montreal

FLOUR AND FEEDS.—Slightly firmer since last week's quotations, flour keeps in rather uneventful market. The fact that Lloyd George's speech, on assuming the Premiership of Great Britain, left a little loophole apparently for some form of peace rumor to filter through, seems to have kept the wheat market unsettled. While some opinions incline to the idea of coming firmness in the future, on the grounds that the Allies will accept no peace proposals likely to come from Germany, and will make none likely to be acceptable by Germany, other minds look forward to a see-saw condition of the wheat market for the opening weeks of 1917, and certainly until the next decided drive by the Allies reveals the determination of all the opponents of the Central Powers to press the matter in hand to a clean cut finish. The firmness of the market for feeds is well maintained, and this may finally be the condition as regards wheat and flour.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 50	9 70
Second patents	9 00	9 20
Strong bakers	8 80	9 00
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 35
Bran, per ton	32 00	33 00
Shorts	35 00	37 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel	....	0 69

CEREALS ARE ALL IN FIRMER MARKET NOW

Montreal

CEREALS.—All the cereals are in firm market, and likely to remain so during the winter months. Package oats, after advancing to $4.75 per case of 20 packages for the square packages, are still steadily firm. Yellow cornmeal is is exceedingly firm, being hard to find, and jobbers are paying $3.25 per 98 lbs. for it, though this was the former quotation to retailer. Barley is very firm and scarce. Graham, whole wheat flour and wheatlets are up in unison with flour, and there is firmness in every other line quoted at present. Hints of insufficient supplies of a well-known package rolled oats are heard here and there, following news of fire disaster, but leading jobbers in Montreal declare their supplies still ample to meet demand.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.		5 75
Buckwheat grits, 98 lbs.	....	4 60
Corn flour, 98 lbs.		3 30
Cornmeal, yellow, 98 lbs.		3 40
Graham flour, 98 lbs.	....	4 50
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	....	4 25
Oatmeal, granulated, 98 lbs.	....	4 25
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 95
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 50
Wheatlets, 98 lbs.	....	4 75

Flour Goes Up 20c. Market Again Firm

Cash Wheat Advanced 10c During Week—Erratic Market, Due to Speculative Element.

Toronto

FLOUR.—Flour went up again 20c on Friday of last week and is now quoted at $9.40 in car lots and $9.60 in small lots. On Tuesday of this week the Winnipeg wheat market closed at $1.74⅝ for cash wheat, which represents an advance of 4⅞c over the close on the previous Tuesday. On Wednesday of last week the wheat market reached the lowest point during the week when it declined to $1.64 for cash wheat at Winnipeg. For the remaining days of the week in review the market showed increasing strength. At the time of writing flour is in a strong position again and with further advances in the wheat market an upward tendency in flour is due. Millers are finding that the new regulations of the British Government will not really make very much difference in their grinding methods.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	9 40	9 60
Second patents	8 90	9 10
Strong bakers	8 70	8 90
Ontario Winter Wheat Flour—		
High patents	8 60	9 06
Second patents	3 10	8 40

MORE FLOUR ORDERS

It is understood that another order for flour has been placed with Canadian mills for 240,000 barrels. It is stated the consignment is to be put up in 500,000 eighty-pound bags and is for the British War Office. Montreal mills, it is understood, have the greater part of the order.

DEMAND FOR CEREALS EXCEPTIONALLY HEAVY

Toronto

CEREALS.—The demand for cereals of all kinds is exceptionally heavy, due it is believed to the disposition on the part of people to eat more cereals and economize on the amount of meat and eggs eaten. In the face of advance in the price of many of the boxed cereals the mills report a heavy demand and they account for it by the fact that more is going into consumption. Prices have held steady during the week.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 50	6 75
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 10	3 20
Graham flour, 98 lbs.	4 35	4 45
Hominy, granulated, 98 lbs.	....	3 25
Hominy, pearl, 98 lbs.	....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	....	3 25
Rolled oats, 90-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.	....	5 50
Rye flour, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	4 35	4 45
Wheatlets, 98 lbs.	4 60	4 70

FEED PRODUCTION IS NOW BEING CURTAILED

Toronto

FEEDS.—Production of mill feeds is being curtailed through the fact that mills are not grinding heavily on flour. The demand for flour is light at the present time and until it again picks up, there will be comparatively small quantities of feed ground. There is a firmness in the market although no actual advances have been recorded during the week. The demand for feeds of all kinds continues heavy. Oats are a trifle firmer and are quoted up 1c per bushel.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	33 00	35 00
Shorts	36 00	38 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 61	0 63

HEAVY DEMAND FOR FEEDS

Winnipeg

FLOUR AND CEREALS.—First patents were bringing $9.00 per bbl. just before Christmas, and the wheat market was closed throughout the holidays until Tuesday morning, which was a good thing, giving the market a chance to settle down. The market was very firm then, and Eastern Canada was selling on a basis 20c above the West. During the period of excitement since Germany announced her peace terms, there has been little business done the market was very unsettled last weekend, and was still in a nervous state on Friday when it closed. Rolled oats are selling on a basis of $3.00 for 98's, and all mills report rolled oats business very brisk.

We wish to thank our many friends and patrons for their hearty support during the past year and trust we will continue to receive their valued patronage during 1917.

Canadian Cereal and Flour Mills Company, Limited
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Importing Pork Products From U.S.

Montreal—

PROVISIONS.—The market for live hogs remains steady. It is expected that deliveries during the holidays will be light. Dressed hogs are in good demand, and at present there are quite a few coming in from the farmers. These, however, do not command as high a price as the abattoir killed and dressed hogs. Canadian packers continue to buy a considerable quantity of hog products from Chicago, claiming that they cannot secure sufficient supplies to take care of their local demand and export requirements. Lard continues scarce and very firm. Prices, however, remain unchanged for this week. Seasonable demand for all provisions has been excellent.

Hams—		
Medium, per lb.	0 26	0 26½
Large, per lb.	0 24	0 24½
Backs—		
Plain	0 25	0 26
Boneless, per lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders o,rast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 21¼	0 21½
Tubs, 60 lbs.	0 21¾	0 22
Pails	0 22	0 22¼
Bricks, 1 lb., per lb.	0 23	0 23¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 17	0 17¼
Tubs, 50 lbs.	0 18¼	0 18½
Pails, 20 lbs., per lb.	0 17½	0 17¾
Bricks, 1 lb., per lb.	0 18½	0 18¾

DEMAND FOR TURKEYS WAS RATHER REDUCED

Montreal—

POULTRY.—Deliveries of poultry in Montreal during the holiday season have been fairly large, and quite ample for Christmas trade requirements. The demand for turkeys has not been as large as in former seasons. This is on account of the extremely high prices asked for the Christmas bird during the present holiday season. For New Year's, dealers are anticipating fairly large deliveries of poultry, and, with the cold winter weather we are now having, they are likely to find a steady market. Little, if any, live poultry is coming forward to Montreal markets at present, as the weather is too cold for shipments. Prices of poultry will be found this week shaded, in some cases rather higher than last week's quotations.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 21	0 23
Old roosters	....	0 15
Roasting chickens	0 20	0 21
Young ducks	0 18	0 19
Turkeys (old toms, dressed, lb.)	....	0 28
Turkeys (young)	0 29	0 28

SLIGHT REDUCTION IN STORAGE EGG PRICES

Montreal—

EGGS.—Christmas demand for eggs was quite large, and prices for cold storage eggs during the holiday season were found to be shaded very slightly downwards, although there was really nothing special about the situation to warrant this reduction in prices. As a matter of fact, dealers state that if they were obliged to buy eggs in Chicago through not having supplies on hand here, they would not be able to sell the Chicago produce at the prices being asked for local stored eggs at present, as the Chicago eggs are of greatly inferior quality to Canada's, and the loss in bad eggs would be very much greater than if they were handling the Canadian product. New-laid eggs are now very, very scarce. There are quite a few eggs coming forward from different parts of the country at present, but a large proportion of these are stale and held eggs.

Eggs—		
New laid	0 60	0 70
Selects	0 42	0 43
No. 1	0 38	0 39

BUTTER PRICES NOT ALTERED FOR HOLIDAY

Montreal

BUTTER.—Holiday season demand for butter with other "good things of the table" was better than in weeks just previous to the festive season, and demand for butter for home-baking purposes was also improved. Butter prices have been so high of late that there has been some hint of possible reduction to increase demand, but in the opinion of leading butter merchants this would only divert supplies across the seas and bring about something like a butter famine in Canada. Butter prices have not been increased during the holiday season, and appear to have reached the high level for the time being. Export demand is not as great as formerly, but some consignments previously contracted for are still being despatched.

Butter—		
Creamery, prints (storage)	....	0 45½
Creamery, prints (fresh made)	....	0 43½
Creamery, solids (fresh made)	....	0 43
Dairy prints, choice, lb	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

SEASONABLE DEMAND FOR CHEESE NOT ABNORMAL

Montreal

CHEESE.—There has been a good demand for cheese during the festive season, but not in any way abnormal, and prices have maintained steady, as during the weeks previous to the holiday season. Colder weather has to some extent been responsible for the stimulation of demand for this substantial foodstuff which is now at very high prices in the history of the dairying industry of Canada. Quantities of cheese are still being held in Montreal, but not for local supply. They are being used for war-contract orders, and as the winter consumption of cheese by the troops is heavy, the movement overseas of the stored product is persistent.

Cheese—.		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	....	0 26
Stilton, per lb.	....	0 28
Fancy old cheese, per lb.	....	0 28

MARKET FOR HONEY IS STRONG AND ACTIVE

Montreal

HONEY.—Sharp cold weather arriving seasonably to stimulate the demand for sweet stuffs, as well as substantial foods around the holiday period, has increased demand for honey, and the market is firm and strong. Demand from Ontario for the product is noted, and there are supplies sufficient for both local and more distant avenues of output. The season's call for luxuries has meant in some directions a special call for honey, which is not regarded as merely a wholesome food in these particular directions, but as a sweet and delicacy, just as ice cream is regarded by those who have not reached the stage of modern taste that considers ice cream a food as well as a delicacy.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 10	0 10½
Buckwheat, 60-lb. tins, per lb.	0 09¾	0 10
Clover, 5-10 lb. tins, per lb.	0 13	0 14
Clover, 60-lb. tins	0 11½	0 12
Comb, per section	0 15	0 16

Cooked Meats Firm Due to Xmas Sale

Run of Hogs Expected to Be Light—Prices May Jump Upward As a Result—Lard Holds Steady

Toronto

PROVISIONS.—Roasted and boiled hams were quoted up 1c per pound as a result of the heavy Christmas demand. People run to cooked hams as part of the Christmas meat diet as a variation from the poultry Christmas dinner. Live and dressed hogs at the time of writing are holding steady at the same

quotations as last week. It is expected the run of hogs will be light during the week and that prices may go higher as a result. A fairly good demand is anticipated and with light supplies it is expected there will be a firmness in the market with higher prices for both live and dressed a strong probability before the week is over. Lard has held during the week, but provision men look for higher prices in the not distant future. There is a firm undertone to the market in the face of a general shortage of fats and oils of all kinds. At present trade in lard is quiet.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.		0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 36
Hams, roast, per lb.	0 34	0 36
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 21	0 21¾
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼
In 60-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	17 00	17 50
Live, off cars	....	12 25
Live, fed and watered	....	12 00
Live, f.o.b.	....	11 50

QUEBEC BUTTER EASIER MAY AFFECT ONTARIO

Toronto

BUTTER.—There is an easier feeling in the butter market as the result of lower prices that have been prevailing for Quebec butter during the past week. The market for Eastern Townships fresh made is quoted down to 38c to 40c. There have been no actual declines in the prices of butter locally, except in the case of dairy prints, which are quoted down 1c per pound in certain quarters from the highest quotations. A factor that is tending to keep butter prices fairly steady in the immediate present is shortage of stocks in the villages and towns. Country merchants are unable to get the supplies they would like. It is expected that a slightly heavier production will be forthcoming in the near future and that this condition will be alleviated to a certain extent.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

NEW LAID EGGS ARE NOTICEABLY BETTER SUPPLY

Toronto

EGGS.—Some provision merchants assert that strictly new laid eggs are coming along in slightly better supply. They look for still greater improvement in this respect in the period following the holidays. There is a distinctly easier feeling in the egg market. Stocks carried by dealers are not heavy but sentiment has affected the market considerably through an appreciable falling off in consumption. The percentage of strictly fresh eggs reaching the market from country points is still low, as they are mixed with eggs of poor quality in many instances. The most reliable eggs reaching the market at the present time are eggs from the Southern United States which come by way of Chicago. There is a heavy demand locally for storage eggs from the Chicago district. This is practically the only source of supply at the present time. New laids are quoted down 5c per dozen and storage 1c to 2c per dozen down.

Eggs—		
New laid, cartons	0 60	0. 65
No. 1 storage, ex-cartons	0 39	0 40
Selects, extra	0 41	0 43

EXPORT DEMAND HOLDING CHEESE AT FIRM PRICES

Toronto

CHEESE.—Cheese holds firm in the face of an easier market for a number of other provision commodities. The export demand is keeping up well, buyers for the British Government being reported in the market recently. There is a good steady demand locally and it is not anticipated that there will be any easier tone in the immediate future. Prices in the local market have held steady during the week.

		Per lb.
Cheese—		
New, large	0 25	0 26

Twins are ¼c higher than new large; triplets ¾c higher than new large, and Stilton 2c above new large.

HEAVY STOCKS OF POULTRY CARRIED OVER

Toronto

POULTRY.—There have been fairly heavy stocks of poultry carried over from the pre-Christmas period. Many wholesalers and retailers are compelled to carry larger supplies of poultry than they would like owing to the failure of the consuming public to buy in as large quantities as was anticipated. There seemed to be a spirit of economy present which made itself manifest in the smaller consumption of poultry. Some provision men attribute it to the fact that the farmers held their supplies until the last week looking for much higher prices with the result that the poultry could not be put into consumptive channels. The express situation has held up considerable supplies also, much of the poultry failing to arrive until after Christmas. With the present supplies there is every possibility that there will be lower prices for poultry in the immediate future. Prices being paid by commission men remain the same as last week, although during the week considerably higher prices were paid.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 11	0 14
Young ducks	0 14	0 19
Old ducks	0 10	0 15
Geese	0 12	0 17
Young turkeys (8 and 9 lbs. each)	0 22	0 27
Young turkeys (over 9 lbs. each)	0 22	0 28
Old Tom or hen turkeys	0 20	0 25

Prices are those paid at Toronto by commission men.

HONEY SUPPLIES ARE BEING REDUCED RAPIDLY

Toronto

HONEY.—Owing to a fairly good demand for honey local stocks are being reduced and commission men are looking for sources of supply. Quebec honey is coming along in better quantities. One of the difficulties with this honey in the past has been due to the fact that buckwheat and clover honey have been mixed in many instances and the honey necessarily had to be sold at a lower price. However, some good samples of the white clover honey are reported to be reaching the local market from this source. Ontario dealers are looking to this district more of recent weeks with the expectation of meeting the demand. Honey is popular, due to the fact that it compares very favorably in price with jams and jellies. Locally the prices have held steady, although a firmer market with higher prices is anticipated.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 14½
60-lb. tins	0 12¼	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09	0 10½

GOOD DEMAND FOR BUTTER AND EGGS

Winnipeg

PRODUCE AND PROVISIONS.—The hog market last week was steady, with a tendency towards higher levels. During the end of last week prices advanced from 10.85 to 11.15. All provision prices are the same with the exception of hams, there being quite a shortage of this cut just now; choice are 25-27c, medium 24c and large 22c. Pure lard is selling on a basis of 20½c for Tierces. There is a good demand for both butter and eggs, and prices are unchanged cheese is bringing 25½c.

Hams—		
Light, lb.	0 25	0 27
Medium, per lb.		0 24
Large, per lb.		0 22
Bacon—		
Breakfast, per lb.	....	0 24
Breakfast, select, lb.	....	0 27
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	....	0 16
Barrelled Pork—		
Mess pork, bbl.	....	30 00
Lard, Pure—		
Tierces	....	0 20½
20s	....	4 22
Cases, 5s	....	12 90
Cases, 3s	....	13 05
Lard, Compound—		
Tierces	....	0 16¼
Tubs, 50s, net	....	8 25
Pails, 20s, net	....	3 37
Butter—		
Fresh made creamery, No. 1, cartons	....	0 42
Best dairy	....	0 38
Fresh Eggs—		
New laids	0 45	0 50
Extras, in cartons	....	0 43
No. 1, candled	....	0 39
Cheese—		
Ontario, large	....	0 25½

YOUR 1917 PROFITS

will be very largely determined by the efficiency of your store equipment. Particularly is this true as regards your refrigerator.

Why not avail yourself of the splendid advantages that the EUREKA REFRIGERATOR offers you? Better security, better display, better appearance—all these are embodied in this up-to-date refrigerator.

Eureka patents are all original. Beware of useless imitations. Guarantee yourself against refrigeration loss in 1917 by getting the one logical refrigerator for your store—the Eureka.

Eureka Refrigerator Company

Limited

31 Brock Ave. TORONTO

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

GIPSY

"As black as it's painted."

Order Gipsy Stove Gloss from your Wholesaler.

HARGREAVES (CANADA), Ltd.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon Creeden & Avory Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

S 46

If any advertisement interests you, tear it out now and place with letters to be answered.

This big 10 cent seller should be prominent in your displays

Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The Canada Sauce & Vinegar Co
519 King St. W., Toronto

We Expect

to have shipped all Xmas orders for

Oranges, Lemons, Grape Fruit, Cranberries, Grapes, Nuts, Etc.

by the time this issue reaches you.

However, you will be sorting up on some lines sold out.

All Oysters, Bananas, Etc.

Let us have your orders and we will SHIP PROMPTLY

HUGH WALKER & SON
Established 1861 GUELPH, ONTARIO

Why You Should Feature KING GEORGE'S NAVY

Start the New Year Right

Get a good display of **KING GEORGE'S NAVY** working for you. This popular chew has made good with the critical chewer, hence it is good policy to feature it.

Tobacco is used in nearly every home in your community. Are you getting your lawful share of this profitable business?

KING GEORGE'S NAVY will show you the way to do it.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Only Six Front Covers Left

EACH year for the past five years CANADIAN GROCER has, in November and December, disposed of front covers of the succeeding year.

Already for next year 46 of the 52 front covers have been reserved. In all probability before the end of the month those remaining will also have been reserved.

The open dates are July 13, 20, 27 and December 7, 21 and 28.

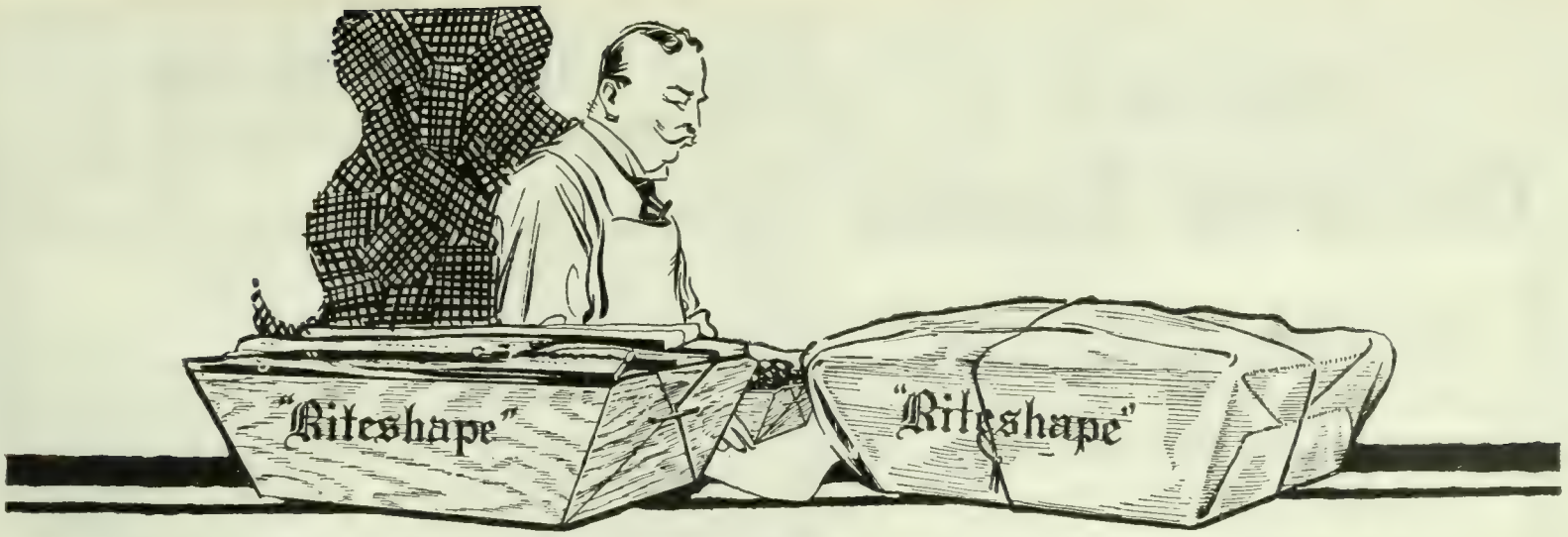
The front cover of CANADIAN GROCER gives the advertiser an exceptional opportunity of making a seasonable announcement in a most effective way. The majority of the live, aggressive dealers in every province of Canada will see your announcement.

If you want any of the remaining six covers open in 1917 wire at our expense at your earliest convenience. Covers will be reserved for those wiring first.

The Canadian Grocer

143-153 University Avenue
Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



PUT OUT YOUR GOODS IN THE "Riteshape"

Beat the new year to it. Make one of these resolutions now.

Get out of the rut to-day and be out when the bells ring.

Start with **Riteshapes** now, get the benefit now.

Holiday foods demand **Riteshapes**. Make a decent bid for good-will during the good-will season,

Any old kind of a package of bulk food doesn't go any more.

You must have **Riteshapes**.

The **Riteshapes** package is giving bulk foods a greater sale than they ever had.

Riteshapes are making folks think as much of the bulk commodity as they thought of the factory packed goods.

Riteshapes are giving the good-will, the reputation, the prestige to the retailer himself, not to some packer a thousand miles away.

Riteshapes give the retailer a package for any and every bulk food from one-half up to ten pounds. Standardize your package.

Riteshapes save money for retailer and consumer.

Order **Riteshapes**. Do it to-day.

Get them from all Canadian jobbers, or

Victoria Paper & Twine Company, Limited

TORONTO **MONTREAL**

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.

Big Crop of

California Lemons

¶ According to the latest and most accurate crop estimate, between 9,000 and 10,000 carloads of lemons will be shipped from California this year.

¶ This is an increase of 2,000 carloads over the season just closed.

¶ It means to every jobber in the United States and Canada an assurance of a full and regular supply of California lemons.

¶ Sunkist lemons will be advertised every month in the year, and on account of their uniformly good quality these lemons are sure to have the call from the grocer and consuming trade.

¶ Increase your lemon business by handling California Sunkist lemons. Shipments are now going forward freely.

A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber or write our nearest office.

California Fruit Growers Exchange

A Non-profit, Co-operative Organization of 8,000 Growers

MAIN OFFICE: LOS ANGELES, CAL.

Canadian Offices:

Calgary, Alta. Toronto, Ont.
Montreal, Que. Vancouver, B.C.
Regina, Sask. Winnipeg, Man.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Apricot	$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry, Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, ½ doz. in case	4 15
20 lb. tins, ¼ doz. in case	4 05
Perfect seal glass jars in the case	3 15

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	
Family, Plain, ... doz.; Family, Tomato Sauce, ... doz.; Family, Chili Sauce, ... doz.; 3's, Plain, Flats, Aylmer only, ... doz.; 3's, Tomato Sauce, Flats, Aylmer only, ... doz.; 3's, Chili Sauce, Flats, Aylmer only, ... doz.; 3's, Plain, Tall, ... doz.; 3's, Tomato Sauce, ... doz.; 3's, Chili Sauce, ... doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), ... doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12½
30's Tin or Wood, one pail only, per lb.	0 12½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

"It's all Right"

More profit

for you in Comfort Soap than any other in the market and here are some of the reasons:

With 5-Box Lots we send FREE your choice of any one of the following:

SALEABLE GOODS
1 Box 36 5c. Comfort Soap Powder
1 Box 36 5c. Packages Handy Ammonia
1 Box 18 10c. Packages Handy Ammonia
1 Box 36 5c. Cakes Kleano Hand Soap
1 Box 18 10c. Cans Comfort Lye
1 Box 18 10c. Packages Omo
OR—
1 Solid Aluminum Scoop, No. 0
1 Set (4) Galvanized Iron Scoops
1 Nail Puller
1 Counter Stool
1 Truck
1 Ladder
1 Gilt Framed Picture
1 Green-Framed Picture

With 10-Box Lots we send FREE your choice of any one of the following, or any two on the 5 Box List:

SALEABLE GOODS
2 Boxes 36 5c. Packages Handy Ammonia
1 Box 36 10c. Packages Handy Ammonia
2 Boxes 36 5c. Comfort Soap Powder
2 Boxes 36 5c. Cakes Kleano Hand Soap
1 Box 36 10c. Cans Comfort Lye
1 Box 36 10c. Packages Omo
OR—
1 Large Silver-Framed Picture
1 Large Oval Picture
1 Solid Aluminum Scoop, No. 2
1 Fountain Pen
1 Imperial Clock
1 Kitchen Set

With 25-Box Lots we offer the following Premiums. Note increased proportion saleable goods with this quantity:

SALEABLE GOODS
22 Doz. 5c. Comfort Soap Powder
22 " 5c. Pack. Handy Ammonia
11 " 10c. " " "
11 " 10c. Cans Comfort Lye
7 Boxes Kleano Hand Soap (36's)
11 Doz. 10c. Packages Omo

OR—
1 Wooden Wheeled Coaster Express Wagon, with hand brake, box 16 in. x 38 in., Roller Bearings.
3 Solid Aluminum Scoops, assorted sizes 0, 1 and 2
1 Rug 30 in. x 60 in., same both sides, Smyrna Pattern
1 Lady's or Gentleman's Tight Rolling Fine Silk Umbrella

With 1-Box Lot a Wagon for - $3.00 cash
With 5-Box Lot a Wagon for - 2.50 cash
With 10-Box Lot a Wagon for - 2.00 cash

NO PREMIUMS EXCHANGED.

These figures apply to Ontario and Quebec. For other provinces see list.

You see, it PAYS to push COMFORT SOAP.

Pugsley, Dingman & Co., Limited, Toronto, Canada

We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

1917

We take the opportunity to thank you for the orders we had from you in the year 1916, and to wish you a Happier and More Prosperous Year to come.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

The best value in Rice being offered on Canadian markets today.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 10
Jersey Brand, Tall, each 48 cans	5 10
Peerless Brand, Tall, each, 48 cans	5 10
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each, 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each, 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans	5 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

	Per doz
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each $1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each $3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	45 00
Half gallons, each, retail each, $10	7 50
Gallons, each, retail each $18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2; 1s, $3.50; 2s, $7.50; 6s, $25; 14s, $60.
Roast Beef, ½s, $2; 1s, $3.25; 2s $7.25; 6s, $22.
Boiled Beef, 1s, $3.25; 2s, $7.25; 6s, $22.
Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50; 6s, $21.
Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.
Beefsteak and Onions, ½s, $2; 1s $3.35; 2s, $6.25.

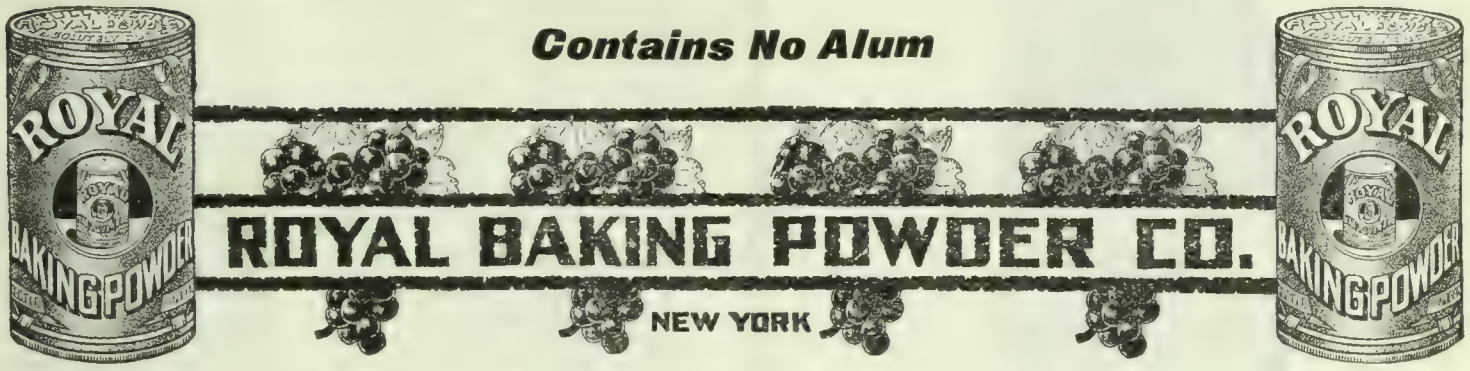
ROYAL BAKING POWDER

ABSOLUTELY–PURE

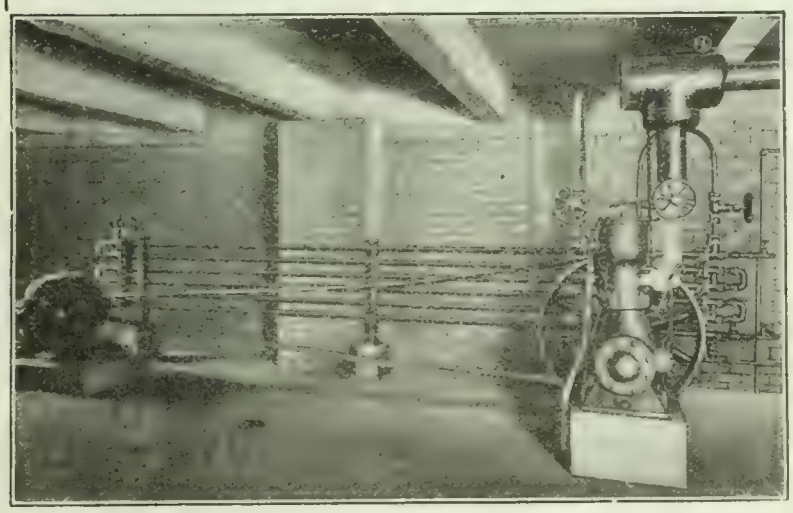
Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum



Arctic Ice Machine



will be a tremendous relief this spring and summer, and will help you to a bigger bank account.

Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B

The Arctic Ice Machine Co.

The W. A. FREEMAN Co., LIMITED

HAMILTON, CANADA

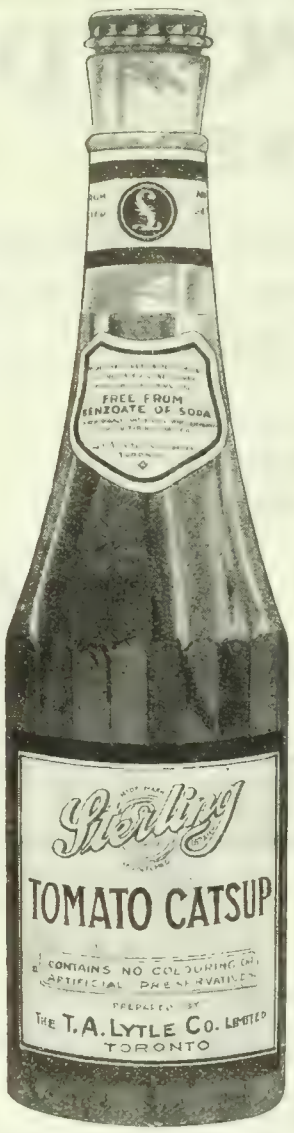
Canadian Representatives.

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

If any advertisement interests you, tear it out now and place with letters to be answered.



The New Sterling Tomato Catsup

There is no finer tomato Catsup to be had to-day than this new Lytle line. Your most particular customers will find in it their ideal of deliciousness and palatable purity.

The neat, handy-sized bottles get the eye of every woman—the contents will please every member of the family.

Get a supply displayed on your counter to-day. Results will gratify you.

T. A. Lytle Company
LIMITED
Sterling Road, Toronto

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $1.75; 1s, $2.75; 2s, $5.50.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $1.85; 1s, $2.80; 4s, $15.50.
Sliced Smoked Beef, glass, ¼s. ...; ½s, $2.25; 1s, $3.25.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $1.20.
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, ...
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat, Hermetically Sealed Tins, 1s, $2; 2s, $3.25; 3s, $4.55; 4s, $6.25; 5s, $8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12½c lb.
In Glass, 1s, $2.20.
Clarke's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., $3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.
Individuals, 80c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.45.
Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.45.
Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, $1.25.
Clark's Chateau Concentrated Soups, $1.15.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.
Sphaghetti with Tomato and Cheese, ½s, $1.15; 1s, $1.65; 3s, $2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces $0 14⅛
Pails 2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, ¾c over tierces; 10 lb. tins, 6 to the case, ¾c over tierces; 20-lb. wood pails, ¼c over tierces; 60 lb. tubs, ¼c over tierces; half-barrels, ¼c over tierces; 50-lb. tins, ¼c over tierces; 20-lb. tins, ¼c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune ...	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 bottles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge. Per doz.	10c Oval lith. dredge. 2½ oz. Per doz.
Allspice	$0 45	$0 90
Arrowroot, 4 oz. tins, 85c.	....	....
Cayenne	0 45	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 45	0 90
Cinnamon whole, 5c, pkgs., window front, 45c.	....	....
Cloves	0 45	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 45	0 90
Mace	1 25	....
Nutmegs	0 45	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 45	....
Pepper, black	0 45	0 90
Pepper, white	0 50	0 95
Pastry spice	0 45	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

No Man Knows Everything
but any man can find out anything about the Grocery Business in

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

THE GREATEST BOOK IN THE LITERATURE OF FOOD. Read and endorsed by Government and Health Officers, Food Specialists, Chemists, Schools, Colleges, Institutions, Jobbers and Manufacturers — and successful wholesale and retail grocers in all parts of the U.S. and Canada.

Don't *guess* about the goods you carry in stock. Guessing means mistakes—and mistakes mean money lost—and often make you look foolish in the eyes of your customers.

Instead, whenever in doubt, get the habit of *"looking it up in the Encyclopedia."* You will find in its pages complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods, An encyclopedia of all foods that you have never seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

So high is its practical value that several large houses have purchased from six to fifty copies for distribution to branch managers and salesmen.

Large Quarto, 1,200 subjects. 748 pages. 500 illustrations. 80 full-page color-plates Heavy calendered paper. Strong gilt-lettered buckram covers.

ONLY $10.50; DELIVERY PREPAID. Send your Order to

Book Dept.

MACLEAN PUBLISHING COMPANY

TORONTO, CANADA

Plan a bigger fish business for 1917

Sea foods of guaranteed quality are the only kind to depend upon for a worth-while turnover in your fish department. Big profits are sure to result from handling the brand that the public have confidence in.

Brunswick Brand Sea Foods

are unquestionably the most reliable line of sea foods to create good, sound profitable fish sales. Quality dealers from coast to coast have tried out these quick selling lines, and find them absolutely the best profit-makers they have ever sold. You too can make better profits in your fish department by featuring the popular Brunswick Brand.

Make 1917 a better fish selling year in your store by constantly displaying Brunswick Brand.

Connors Brothers
Limited

Black's Harbor, N.B.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch— Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.08½

COW BRAND BAKING SODA

In boxes only.

Packed as follows:	
5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs. ...	.04½
Half bbls., about 350 lbs...	.04¾
¼ bbls., about 175 lbs.	.05
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs..	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	$3.75
5 lb. tins, 1 doz. in case.. ...	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$
½ Pts., Red Seal, screw tops	
½ Pts., Red Seal, crown tops	
Pts., Delhi Epicure	
Pts., Red Seal	
Pts., Tiger	
Qts., Delhi Epicure	
Qts., Red Seal	
Qts., Lynn Valley	

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can.	$ 4.75	$ 3.75	$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

YUBA BRAND

2½ Can	$3.00	$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can	...	.90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins, ...; 1-lb. tins, ...; Robinson's patent groats, ½-lb. tins, ...; 1-lb. tins, ...

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 80
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

FISH

Increase your January business by Handling More Fish—the public want it—are being educated to eat more. Can you supply them?

Quality first with us in Fish the same as in our Fruit Business.

All varieties now in stock, ready for shipment.

SMOKED—Haddies, Fillets, Bloaters, Kippers, Ciscoes, Digby Herrines, Kipperines.

FROZEN—Halibut, Cohoe Salmon, Qualla Salmon, Red Spring Salmon **Trout**, Whitefish, Smelts, Sea Herrings, Pickerel, Pike, Tulibees, Gold Eyes, Frozen Lake Superior Herrings, etc.

PICKLED—Labrador Herrings, Fresh Water Herrings, Sea Trout, Salt Mackerel, Shrimps, etc.

DRIED—Full stock Acadia and Sealey's Package Codfish, Skinless Cod, Shredded Cod, etc., etc.

OYSTERS

Large, Clean and Solid. We can save you money. Quality guaranteed equal to any shipped. Full line Oyster Buckets.

Fish and Fruit orders combined save express.

PROMPT SERVICE.

WHITE & CO., LIMITED

FRONT and CHURCH STREETS, TORONTO

Wholesale Fruit and Fish Dealers

Phones: Fish Main 6568, Fruit 6565

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST. TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a forerunner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

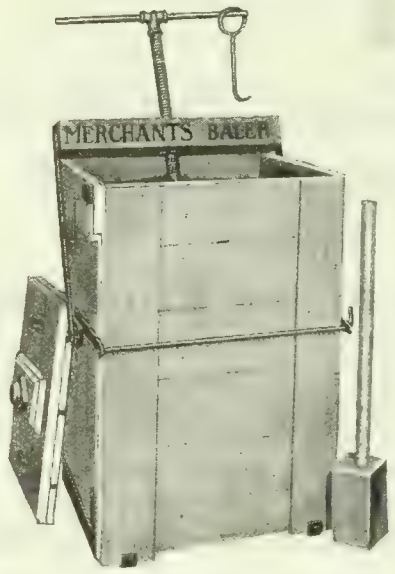
Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

A "Seasonable" Suggestion

Your customers will appreciate

MAPLEINE

That Golden "Mapley" Flavor

These are the days of waffles, and "Mapley" syrup made with just sugar, water nd Mapleine.

Order from your Jobber or:

Frederick E. Robson & Co.
25 Front Street E, Toronto, Ont.

Mason & Hickey
287 Stanley Street, Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

Kindly mention this paper when writingadvertiser

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A good man wants a good position

MANY young fellows want to move up in the world—want to change from their present position to one that offers more stimulation, and perhaps more money.

AND perhaps you find yourself needing a man of ambition, with the courage to get out of ruts, a man with snap and spunk, and promise in him.

Hunt him out. Meet him on the Want Page of the Canadian Grocer.

These able fellows who want to advance are looking for your advertisement.

FISH for the man you need in a stream where fish are. Use as bait the plain truth. Give as many particulars as you can. Sift in advance the men you want. If you want a man under 30, say so. Tell the wages you want to pay. Give the man some idea of what his work will be. Do all this to save time and correspondence.

An advertisement costs two cents a word, first insertion, and one cent per word each subsequent insertion. Box Number c/o Canadian Grocer, 5c each insertion. Cash in advance. For a dollar or less you can probably get in touch with a dozen likely men.

THE Want Columns of the CANADIAN GROCER are about the best thing that ever happened for some men who have used them—they have found the ideal man at a cost of time and money quite too small to be considered. Forms close Tuesday each week.

Now—Do you want a good man?

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED, ON COMMISSION, GOOD SIDE line for Maritime Provinces. A. M. Reed, Middleton, N.S.

WANTED—TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 203, Canadian Grocer.

AGENTS WANTED

WE ARE OPEN TO HANDLE ONE OR more good lines for Cape Breton on a commision basis. Miles & Co., Box 269, Glace Bay, Nova Scotia.

FOR SALE

OLD WELL-ESTABLISHED GROCERY business and dwelling in Woodstock, Ont. Box 204, Canadian Grocer.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Kindly mention this paper when writing advertiser

Jenkins & Hardy
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKEY'S WELLINGTON KNIFE POLISH

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.
FRESH FISH
FOR NEXT WEEK
Halibut, Cod, Haddock, Trout, Whitefish
Price Quality Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
(2,000,000 users.

Direct Supply Association
509 Belmont House Victoria, B.C.

The Reputation and Standing of
Walter Baker & Co.'s Cocoa and Chocolate Preparations

Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

To our many friends
in the trade
we extend

Best Wishes for 1917

The T. Upton Co.
LIMITED
Hamilton and St. Catharines

AT LAST
WE HAVE THEM

Fibre
Vinegar
Measures

PINT QUART FUNNEL

$2.50 per Set

Used and highly commended by the Grocery Trade in the United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Introduce Every Customer to

MATHIEU'S
SYRUP OF TAR
AND
COD LIVER OIL

[illegible] tunity to sell your customers this well-known and reliable remedy. [illegible] there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

When you sell

HEINZ
57
VARIETIES
PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials [illegible]

H. J. Heinz Company
Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 *Census, there are in Canada slightly over* 600,000 *English-speaking families.*

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 *FIVE ROSES Cook Books.*

P.S.—This does not consider the 410,000 *French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.*

What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER